



A two-day training program  
Thursday & Friday • September 24 – 25, 2009  
8:45 am – 4:15 pm

## General Information

### LOCATION

Philadelphia Bar Association  
Conference Room  
Aramark Tower  
1101 Market Street, 11<sup>th</sup> Floor  
Philadelphia, PA 19107

### REGISTRATION

Registration ends August 31st.  
Please complete the registration  
form and email it as an  
attachment to  
[pabc4bf@gmail.com](mailto:pabc4bf@gmail.com)

For further information, please  
contact Chris Mulford  
[chrismulfo@comcast.net](mailto:chrismulfo@comcast.net)  
610-329-5701



Presented by: The Pennsylvania  
Breastfeeding Coalition (PA-BC)

## Implementing *The Business Case For Breastfeeding* in Your Community

*This training is designed for:*

- Breastfeeding advocates
- Social workers
- Maternal-child health care providers
- Lactation consultants

*The goals of this educational training are the following:*

- Promote collaboration between breastfeeding advocates and the business community
- Provide attendees with skills and training to advocate for increasing the number of businesses that support working mothers who breastfeed
- Educate attendees and the community about the importance and components of workplace lactation support programs

*Expectations of participants who attend the training:*

- Contact at least two employers or businesses in the community and report results to PA-BC
- Assist PA-BC with developing strategies that support employers and breastfeeding women

*Speakers:*

- **Cathy Carothers**, BLA, IBCLC, RLC
  - Co-founder & Co-director, Every Mother, Inc.
- **Tiffany M. Pertillar**, BS, MSW
  - Project Manager, *The Business Case for Breastfeeding*

PA-BC is happy to be collaborating with:

Maternity Care Coalition (MCC)•Crozer-Keystone Healthy Start•Fayette County Healthy Start•Healthy Start for Chester County•North Philadelphia Healthy Start•Pittsburgh/Allegheny County Healthy Start•Southwest & West Philadelphia Healthy Start•Pennsylvania Department of Health, Breastfeeding Awareness and Support Program•Philadelphia Department of Public Health, Division of Maternal Child and Family Health•Pennsylvania Resource Organization for Lactation Consultants (PRO-LC)  
Conference location provided in association with The Philadelphia Department of Public Health  
Funded by: US Department of Health & Human Services, Health Resources & Service Administration, Maternal & Child Health Bureau

# REGISTRATION FORM

## Implementing The Business Case for Breastfeeding in Your Community

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1101 Market Street, 11<sup>th</sup> Floor  
Philadelphia, PA 19107

Thursday & Friday • September 24-25, 2009  
8:45 am – 4:15 pm

**NAME:** \_\_\_\_\_

**ORGANIZATION/EMPLOYER (if applicable):**  
\_\_\_\_\_

**TITLE/POSITION (if applicable):**  
\_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY, STATE, ZIP:** \_\_\_\_\_

**TELEPHONE #1:** \_\_ home \_\_ work \_\_ cell  
\_\_\_\_\_

**TELEPHONE #2:** \_\_ home \_\_ work \_\_ cell  
\_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**YES**, I am interested in receiving free Continuing Education credit for this training

- National Association of Social Workers
- International Board of Lactation Consultant Examiners.

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Please download this form, complete it, and email it as an attachment to [pabc4bf@gmail.com](mailto:pabc4bf@gmail.com) before August 31, 2009. Space is limited.

# Additional Information

## **Space is Limited**

Please register early. The Business Case for Breastfeeding is a “train the trainer” program. Names of applicants who cannot be accommodated in the September training will be kept on file to be notified about future training sessions

## **Babies**

Quiet babies in arms are welcome at the training.

## **Meals and Lodging**

Meals and lodging are not covered by this grant and are the responsibility of the participant. Information on free home stays with members of PRO-LC, the local chapter of ILCA (International Lactation Consultant Association) is available upon request.

## **Transportation**

The training site is in central Philadelphia; easily accessible by car, train, bus, and the regional SEPTA rail system.

**By Car** Nearby parking garages (\$15-\$27/day) are found next to the Reading Terminal Market with entrances on 11<sup>th</sup> and Arch Street and on 10<sup>th</sup> Street between Filbert and Arch Streets.

**By Public Transportation** The SEPTA Market Street East Regional Rail Station is 1 block from the conference location.

The Market-Frankford subway stops at 11<sup>th</sup> Street and Market. See [www.septa.org](http://www.septa.org) for further information on these and other public transportation options.

## **Speakers**

**Cathy Carothers**, BLA, IBCLC, RLC

Co-founder & Co-director, Every Mother, Inc.

Principal author, *The Business Case for Breastfeeding* resource kit and training curriculum (2008).

Cathy is well-known in the field of support for breastfeeding mothers in the workplace. She is the former state WIC Breastfeeding Coordinator for Mississippi and has provided over 300 training programs and workshops in nearly every state.

**Tiffany M. Pertillar**, BS, MSW

HCD International, Lanham, Maryland

Project Manager, *The Business Case for Breastfeeding*.

Tiffany has worked in the field of maternal and child health for over five years, including an internship with the Maternal and Child Health Bureau, Division of Healthy Start and Perinatal Services