

BREASTFEEDING INITIATIVE

Breastfeeding an infant at least 6 months reduces obesity and other illnesses, but Arkansas ranks in the bottom 3 states for breastfeeding at 6 months. Family medicine providers play a critical role in promoting breastfeeding with their pregnant and post-partum patients, so UAMS is offering free CME/CE for 3 years as well as a breastfeeding protocol kit if they'll sign on for the **breastfeeding initiative**.



Providers in 9 counties have already signed on. Breastfeeding champion Dr. Candy Lincoln in Mountain Home created this **flyer** for her clinic.

To join, **contact Matt Mitchell at 501-214-2109 or WMitchell@uams.edu**.

Once we receive your survey and letter of commitment, you will receive:

- The SPAN Breastfeeding Protocol and Billing **Guide**. If you need more than one copy, please indicate on your letter of commitment.



- An invitation to attend **ANY of our CME/CE offerings for FREE** in the next three years from your signing date. Any clinic staff signing a letter of commitment may also attend for free.



UAMS' Department of Family and Preventive Medicine (Community Health and Education Division) is working with the CDC to reduce obesity in the state through its SPAN grant (State Physical Activity and Nutrition). The SPAN breastfeeding initiative seeks family medicine providers who want to promote breastfeeding with their pregnant patients and support breastfeeding after delivery, especially during the first few weeks. Not only does the infant receive benefit from breastmilk, new research reveals great benefit to the mother as well.