



CHAMPS NOLA Baby Café Westbank Press Release

4/21/17

The USA'S NEWEST BABY CAFÉ LAUNCHES IN GREтна, LOUISIANA

New mothers, mothers-to-be, and the entire community are invited to celebrate the launch of USA's newest Baby Café in Gretna, Louisiana, the "CHAMPS NOLA Baby Café Westbank!"

Baby Café USA, established in 2011, is a national network of free breastfeeding drop-ins, combining the expertise of skilled practitioners and mothers to offer invaluable support to parents at all stages of breastfeeding. The Baby Cafés offer help in a relaxed, informal café-style environment where moms can chat and learn about breastfeeding from skilled practitioners and each other.

All Baby Cafés are free, and are open to all those interested in any aspect of breastfeeding – mothers, partners, supporters – and take place at least once a week in community venues. There are currently 82 Baby cafes in the U.S., in over 20 states. They collectively provided over 14,000 face-to-face contacts with breastfeeding parents in 2016, many of whom attended prenatally.

CHAMPS NOLA Baby Café Westbank is sponsored by CHAMPS (Communities and Hospitals Advancing Maternity Practices), Crescent City WIC (Women, Infants & Children), Crescent City PIC (Parents, Infants & Children), and ROSE (Reaching Our Sisters Everywhere). It is a "cluster Café," linked administratively and sharing staff members with CHAMPS NOLA Baby Café in New Orleans.

The new Baby Café will be launched with a party on May 2, 2017 from 1-3 pm at the Café's location at 429 Wall Blvd, Ste. 7, Gretna, LA 70056 (Crescent City WIC's resource room). The party will feature a ribbon cutting; light refreshments, door prizes and giveaways (including a breast pump and supplies donated by Medela); Café staff members available to answer questions; and a proclamation presented by the Office of the Mayor of Gretna.

****Media and photo opportunity****

Date: May 2, 2017

Time: 1-3 pm

Venue: 429 Wall Blvd, Ste. 7, Gretna, LA 70056

Media opportunity: CHAMPS NOLA Baby Café Westbank Director Portia Williams, and Crescent City WIC Director Mary Schultheis, will be available to be interviewed. Mothers, mothers-to-be, hospital staff, WIC clinic staff, local pediatricians, Tulane University pediatric residents and staff, community organizations, the Office of the Mayor of Gretna, and the entire community will be invited to attend.

"I am over the moon for the opportunity to reach a different part of the city," shares CHAMPS NOLA Baby Café Westbank Director Portia Williams, RN, BSN, IBCLC, CCHC.

She is especially excited that the new Baby Café will be literally next door to Crescent City WIC and Crescent City PIC, both located in suites adjoining the Baby Café in the same strip mall.

Williams says, "Crescent City WIC has a high number of breastfeeding moms, and they are doing some amazing things in the community. For the Baby Café to be in a space where the moms are already there and established clients is ideal."

The CHAMPS NOLA Baby Café Westbank will be held on Wednesdays, the same day WIC enrolls new mothers-to-be in their program. Williams hopes these women will come next door after their WIC appointments to find out what the Café is all about and to hear more about breastfeeding while still pregnant. The Baby Café will have a play area for children.

Baby Café USA became a 501(c)3 in 2011.

To find out about other US Baby Cafés, visit www.babycafeusa.org

For further local information contact Portia Williams, 504-919-0554, nolababycafe@gmail.com

For general enquiries, please contact admin@babycafeusa.org

About Baby Café USA

Baby Café USA organization was started by Lucia Jenkins RN, IBCLC in 2011. The non-profit works to promote the physical and psychological health of mothers and children through education and training regarding breastfeeding. The organization's intention is that all mothers will be able to access the information and support they need to breastfeed without charge. For more information contact Lucia@babycafeusa.org.

About CHAMPS

CHAMPS is a breastfeeding-focused initiative funded primarily by the W.K. Kellogg Foundation, and also receiving support from the Mississippi Department of Health and Blue Cross Blue Shield of Mississippi, geared toward improving maternal and child health outcomes in many locations. CHAMPS is at work in Mississippi, New Orleans, Texas, and Southern Tennessee. Our American Indian/Alaska Native CHAMPS Initiative works with Tribal and Alaska Native hospitals in Alaska, Arizona, and Oklahoma. Our mission is to help hospitals towards Baby-Friendly designation and to improve maternity care practices through work with both hospitals and the communities that surround them. For more information, visit www.champsbreastfeed.org.

