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GPA 32nd Annual Conference
The King and Prince Resort
September 19-21, 2018

E-NEWS

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**Breastfeeding Help is only a
ZIP Away.**

The American Academy of Pediatrics encourages exclusive breastfeeding for the first 6 months of life and continued breastfeeding with complementary foods up until a year or beyond. Studies show that mothers are choosing to breastfeed. In fact, in Georgia almost 70% of mothers choose to breastfeed. However, many mothers who choose to breastfeed do not meet their own breastfeeding goals. The major reason for this is a lack of support once they are discharged from the hospital. In Georgia we do have a new resource

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that assists mothers and health care providers in locating help for breastfeeding moms and its called ZIPMilk. ZIPMilk.org is a website that provides listings for breastfeeding resources sorted by ZIP Code and was developed by the Massachusetts Breastfeeding Coalition. It is designed for use by consumers interested in breastfeeding help and support, as well as by providers who want to provide their clients access to such resources. The site is free for providers and consumers, and is also free of corporate influences.



ZIPmilk is a great resource for classes, one-on-one lactation help, locating a support group or finding a physician that is breastfeeding friendly. At the present time ZIPMilk has over 430 listings. If you are a health care provider and want to be added to the list, this is how it works:

1. Go to www.ZipMilk.org
2. Click "Submit a Listing"
3. Follow the prompts to enter your information
4. The Georgia ZipMilk administrators will review your listing and approve it or email you for clarification. You can expect your listing to be reviewed within 5-10 business days.
5. Remember to come back and update your information as often as necessary by clicking "Update a Listing" at the bottom of the ZipMilk homepage, under "Contact."

Please remember to refer moms to this site if they need breastfeeding help. Breastfeeding help is only a ZIP Away!

Resort
St Simons Island



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