

Process to bring the UC San Diego Lactation Specialist (Baby Friendly Hospital Initiative) Program to a Facility

1. Decide on dates

- Gini Baker and facility contact decide on dates for course
- 2 eight hour days of class together

2. UC San Diego creates Registration and Advertising Flier (If needed)

- UC San Diego provides setup
- Will need logo and sponsorship information from Facility

3. Marketing

- UC San Diego provides fliers (Hardcopy and Electronic Copy)
- Facility provides addresses (Snail mail and electronic)
- UC San Diego mails to addresses
- Facility and UC San Diego work together to get email listings
- Facilities may want to work with other resources in the community to bring this outstanding program to the area. UC San Diego encourages the consolidation of Hospitals, Public Health Departments, Breastfeeding Coalitions and groups, and WIC for sponsorship of the program

4. UC San Diego Provides

- All fliers for marketing and registration (If applicable)
- All expenses related to travel for Gini Baker, program Coordinator and teacher
- All training materials
- CEU's with the Board of Registered Nursing for State of California and American Dietetic Association
- Assistance with any other CEU applications, but not necessarily costs
- Gini Baker must pre-approve any and all sponsorships to the program
- All contributors/sponsors must be compliant with the Code of Marketing Breast Milk Substitutes
- Completion pin representing the program

5. Facility Provides

- Room for classes to accommodate size of the class with tables and chairs
- LCD projector and screen
- Flip chart and/or white board
- Optional: Snacks for am and pm

6. Costs

- \$295 per student (Minimum 20 students to run the program)
- Group discounts available Contact UC San Diego Program Representative: Nicole Mitchell at 858-534-9276 or nmitchell@ucsd.edu

Program Coordinator and Primary Faculty:
Gini Baker, RN, MPH, IBCLC Bakerswim@aol.com