



## **FOR IMMEDIATE RELEASE**

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### **HHC's Elmhurst Hospital Center Celebrates World Breastfeeding Week**

*Annual EHC's Lactation Services event aims to increase breastfeeding awareness through education and community outreach.*

**(Elmhurst, NY -- August 12, 2014)** On August 6<sup>th</sup>, 2014, Elmhurst Hospital Center (EHC) celebrated World Breastfeeding Week, an annual week-long event to promote the benefits of breastfeeding for new and expectant mothers. The slogan for this year's celebration was "Breastfeeding: A Winning Goal for Life." The event was organized by the EHC Lactation Consultants – Loretta Bott, Pamela Leitman, Diana Torres-Caballero, Patricia De Lima and supportive staff. The event took place in the main lobby of EHC's Community Medical Center.

Lactation Consultants held three information sessions that focused on educating new and expectant mothers. Participants were given breastfeeding education, Q & A sessions and supportive literature, expectations for future childbirths, and free raffle prizes. Mothers that attended were also able to win gender-specific prizes for their babies. Three grand prize raffle winners received an assortment of baby accessories modeled into a three-tiered "diaper cake."

“Breastfeeding is the single best way for a mother to provide a healthy start for their newborn,” said Dr. Brown, Director of the OBGYN Department, “Human milk provides ideal nutrition to the newborn and enhances the newborns ability to fight infections and promote healthy digestive processes. Breastfeeding also provides significant health benefits to the mother, including a reduction in the risk of breast cancer. We at EHC educate all of our patients about the positive aspects of breastfeeding and work to assist women in developing excellent breastfeeding experiences.”

For more information about Elmhurst Hospital Center’s Breastfeeding program, call (718) 334-5029 or (718) 334-2024.



(Left to Right: Patricia De Lima, Jessica Castillo, Karla Perez, Karen Lockworth, Diana Torres, Jowee Anne Tariga, Pamela Leitman and Loretta Kalschmid Bott)

Lactation Services staff and volunteers take a picture with one of the Grand Prize Raffle Winners, Jowee Anne Tariga, at this years World Breastfeeding Week event.

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### **About Elmhurst Hospital Center**

Elmhurst Hospital Center (EHC), part of the New York City Health and Hospitals Corporation (HHC), is the major tertiary care provider in the borough of Queens. The hospital is comprised of 545 beds and is a Level 1 Trauma Center, an Emergency Heart Care Station and a 911-Receiving Hospital. It is a premiere health care organization for key areas such as Surgery, Cardiology, Women's Health, Pediatrics, Rehabilitation Medicine, and Renal and Mental Health Services. Last year, EHC received close to 700,000 ambulatory care visits and over 130,000 Emergency Room visits.

### **About HHC**

The New York City Health and Hospitals Corporation (HHC) is a \$6.7 billion integrated healthcare delivery system with its own 420,000 member health plan, MetroPlus, and is the largest municipal healthcare organization in the country. HHC serves 1.4 million New Yorkers every year and more than 475,000 are uninsured. HHC provides medical, mental health and substance abuse services through its 11 acute care hospitals, five skilled nursing facilities, six large diagnostic and treatment centers and more than 70 community based clinics. HHC Health and Home Care also provides in-home services for New Yorkers. HHC was the 2008 recipient of the National Quality Forum and The Joint Commission's John M. Eisenberg Award for Innovation in Patient Safety and Quality. For more information, visit [www.nyc.gov/hhc](http://www.nyc.gov/hhc) or find us on [facebook.com/nycHHC](https://www.facebook.com/nycHHC) or [twitter.com/HHCnyc](https://twitter.com/HHCnyc).