

Section on Breastfeeding

The American Academy of Pediatrics (AAP) is an organization of 60,000 pediatric medical, surgical, and multidisciplinary sub-specialists committed to the attainment of optimal, physical, mental and social health for all children, adolescents, and young adults.

More than half of the AAP's members belong to one or more Sections. Sections develop ideas and generate programs that improve the care of infants, children, adolescents, and young adults. Sections were developed within the AAP for members who are interested and/or trained in specific areas of Pediatrics. Although their primary goal is education, Sections are also involved in policy development, public education, and advocacy for children. As a Section member you will have the opportunity to share ideas with and learn from colleagues who share your specific interests and/or subspecialty background.

In 2002 the Academy established the Section on Breastfeeding to offer networking and educational opportunities for AAP members interested in breastfeeding promotion and management.

How To Join

Membership is open to fellows and residents of the AAP with an interest in breastfeeding promotion. Members of the Section may vote on issues related to Section business and be elected to serve as Section Executive Committee members. Applications for Section membership can be requested from the AAP Division of Member Services at 800/433-9016, ext 7143. Interested AAP members also can apply on the Member Center at <http://www.aap.org/moc> by clicking on "Join A Section or Council" under 'Get Involved'. Dues are \$35 per year for fellows and \$10 per year for residents.

Section Objectives

The objectives of the Section on Breastfeeding are the following:

- Maintain a permanent body for development of AAP policy recommendations on breastfeeding
- Enhance and expand AAP educational efforts in the area of breastfeeding, including presenting educational sessions at AAP national meetings, coordination of national CME conferences, development of educational publications and curricula, provision of materials and technical assistance to practitioners, and other educational initiatives.
- Develop liaison and collaborative relationships with AAP sections and committees and with outside organizations.

The Pediatrician's Role

From its inception, the AAP has been a staunch advocate of breastfeeding as the optimal form of nutrition for infants. Although economic, cultural, and political pressures often confound decisions about infant feeding, the AAP adheres to the position that breastfeeding ensures the best possible health as well as developmental and psychosocial outcomes for the infant.

The AAP and the Section on Breastfeeding (SOBr) further emphasize that enthusiastic support and involvement of pediatricians in the promotion and practice of breastfeeding is essential to the achievement of optimal infant and child health, growth, and development.

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



SECTION ON BREASTFEEDING

Join Us!



The American Academy of Pediatrics emphasizes the essential role of the pediatrician in promoting and responsibly protecting and supporting breastfeeding.

Membership Benefits

All SOBr members receive the following benefits:

- Participation in annual Section scientific and business meetings at the AAP NCE at no additional charge
- Regular electronic mailings of the periodical “Breastfeeding: Best for Baby and Mother,” and other educational materials
- Networking opportunities through participation in electronic mailing lists, Section sub-committees, and Section meetings; and member-to-member contact at chapter, district, or national meetings
- Resources to implement the concepts and recommendations in the 2005 “Breastfeeding and the Use of Human Milk” policy statement
- Access to staff who can help answer questions and provide additional information on Academy activities
- Opportunities to participate in educational program development, consultation, and provision of technical assistance

SOBr Accomplishments

The Section on Breastfeeding, established July 1, 2002, is dedicated to providing networking and educational opportunities for AAP members interested in breastfeeding promotion and management. In addition, the Section serves in a consultative capacity to the AAP Board of Directors on breastfeeding topics. Some recent accomplishments of the SOBr include:

Breastfeeding and Lactation: The Pediatricians Pocket Guide to Coding - new coding document developed by the SOBr Membership Committee as a cheat sheet for breastfeeding and lactation services. Download a copy on our Web site!

Breastfeeding Support and Promotion Speaker's Kit - This speaker's kit was created by the SOBr to make it easy for you to present information on this topic to your colleagues, staff, Chapters, etc. Download this presentation with accompanying speaker's notes from our Web site and use it as an educational tool.

AAP/ACOG Breastfeeding Handbook for Physicians - This resource provides physicians in all specialties with a concise reference on breastfeeding and human lactation.

Breastfeeding and the Use of Human Milk - revised policy statement, February 2005

Section Activities/Opportunities

Educational and Networking Opportunities:

The Section conducts an annual section member business meeting and provides educational programming at the Academy's National Conference and Exhibition (NCE).

Chapter Breastfeeding Coordinators (CBCs):

The role of the AAP Chapter Breastfeeding Coordinators is to encourage state activities related to the support and promotion of breastfeeding. The SOBr oversees the activities of the CBCs. Section members benefit from this activity by having the opportunity to network individually with coordinators and work

collaboratively to initiate and implement breastfeeding related activities in their state.

Committee Opportunities:

The Section has 7 committees offering members the opportunity to work on issues of specific interest –

Communications, Education, Finance, Legislative, Membership, Nominations, Policy.

Recognition Opportunities:

Members can highlight their programs and activities in the on-line newsletter “Breastfeeding: Best for Baby and Mother.”

Information Sharing:

The SOBr maintains electronic mailing lists and a Web site to inform its members of current activities.

Breastfeeding Promotion in Physicians' Office Practices Program Phase III (BPPOP III):

BPPOP III provides pediatricians with the latest scientific information, promotional materials, and strategies for increasing breastfeeding rates in their practices, and is currently pilot-testing a residency curriculum on breastfeeding.

For more information about the SOBr or to ask a breastfeeding question email lactation@aap.org.

Visit our Web site!



To access the Web site, go to <http://www.aap.org/breastfeeding/>