The center of the logo depicts a 'triad' of two adults and an infant, which reinforces the importance of support. The equal proportions and forms between the two adults symbolise equity and the collaborative act of nurturing – the very core of a successful partnership.

The blue line encircling the triad is consistent with Goal 17 of the SDGs that calls for multi-sectorial collaboration, and builds upon various partnerships for support of our WBW-SDG campaign. The gap in the line connecting the triad to the rest of the logo indicates that there is much to be done in sustaining breastfeeding and we can only achieve global sustainable development together – through collaboration.

The logo was designed by Ammar Khalifa and commissioned by WABA which owns the copyright. Image Credits: The 2016 WBW logo was designed by Ammar Khalifa and commissioned by WABA which owns the copyright.
More about our story

Our celebration, includes a collage of children's pictures from hospital staff who breastfed their children. The pictures included the children at the time they were nursing and also a picture of how they appeared today! Our display included 50 gold hearts engraved with the many benefits of breastfeeding for the infant and mother.

In March 2016 we were awarded the prestigious, International World Health Organization (WHO)/United Nations Children's Fund’s (UNICEF) “Baby-Friendly” Hospital designation from Baby-Friendly USA, Inc.

South Nassau is currently one of only two hospitals on Long Island and one of just 349 in the United States to be designated a “Baby-Friendly” hospital and birth center.

Learning Outcomes
To identify the role of nurses’ and other member of the community, in the protection, support and promotion of breastfeeding.

Participants will gain insight about how to sustain breastfeeding together by focusing on work productivity.

What We Will Do

Every year, the World Alliance for Breastfeeding Action (WABA), organizes an International event to celebrate World Breastfeeding Week (WBW). This special week of the year promotes community breastfeeding awareness. It is celebrated worldwide between August 1st and August 7th.

Our story

Since 1998 South Nassau Communities Hospitals’ Lactation Resource Center has joined in this celebration.

Each year, during this week we celebrate our breastfeeding mothers by decorating our Maternity Unit with gold balloons. Gold symbolizes breast milk as the "gold" standard for feeding our children.

Starting August of 2016, during the World Breastfeeding Week celebration, South Nassau Communities Hospital recognizes the outstanding work of one individual who contributes to the field of lactation. The breastfeeding award is given to a lactation consultant who excels at their commitment to protect, promote, and support breastfeeding.

Please register by July 28th at: www.southnassau.org/south-nassau-nursing/education

Continuing Education
Contact hours will be awarded for participation in the entire event.

Request for 2 CERPs for IBCLCs submitted for approval by IBCLCE.

2.0 CNES — Nursing Contact Hours.

Target Audience

Breastfeeding mothers and mothers-to-be, along with supportive family members. Registered nurses, student nurses, physicians, lactation consultants. Breastfeeding advocates and activists, decision-makers and celebrants

Planners and presenters have no conflicts to disclose. There will be no commercial support for this activity.

Symposium Program
August 3rd, 2017

Babies are Always Welcome Here!