



West Virginia **Breastfeeding Alliance**  
*for healthier moms & babies*

**PRESS RELEASE**

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**West Virginia Breastfeeding Alliance  
Awarded One of Seven Grants from USBC**

The West Virginia Breastfeeding Alliance was recently awarded a USBC, (United States Breastfeeding Committee), Coalitions Mini-Grant through a national program, funded by the Centers for Disease Control and Prevention. The selection process was very difficult due to the overwhelmingly positive response. "We were thrilled to receive high quality applications from 29 coalitions. A volunteer committee reviewed the applications, scoring submissions on each of the seven evaluation criteria (listed in the RFP). Grant awards were approved for seven coalition projects based on total scores, with geographic and programmatic diversity also considered," stated Joan Younger Meek, MD, MS, RD, IBCLC and Chair of the USBC.

The grant was awarded, in part, to focus on local coalition building efforts throughout the state of West Virginia. An additional portion will be spent on nurturing media relationships around the state.

The West Virginia Breastfeeding Alliance, (WVBA), must complete the project by March 31, 2010. In addition to filing the necessary reports and meeting the goals of the project as outlined in the RFP, the coordinators of the project are required to present a progress report at the Third National Conference of State/Territory/Tribal Breastfeeding Coalitions, to be held January 23-25, 2010, in Arlington, Virginia.

Grant funds awarded in February 2009 must be used within 12 months of receipt.

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The mission of United States Breastfeeding Committee, ([www.usbreastfeeding.org](http://www.usbreastfeeding.org)) is to improve the Nation's health by working collaboratively to protect, promote and support breastfeeding. This national organization supports 78 state, territory and tribal breastfeeding coalitions throughout the United States and Puerto Rico and was formed in 1998.

The West Virginia Breastfeeding Alliance, ([www.wvbfa.com](http://www.wvbfa.com)) was formed in 2008 and is currently recruiting new members. The mission of WVBA is to improve the health of West Virginians by working collaboratively to protect, promote and educate the community about breastfeeding.

For more information about the USBC or WVBA, please visit their websites.

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