

Improving Health Anytime, Anywhere

USF Nursing Adjunct faculty and PhD student, Jessica Gordon, MS, ARNP, CPNP-PC, CLC educates mothers at risk for premature infants on the importance of breastfeeding and "mother's milk", improving the health of high-risk infants - anytime, anywhere.

Gordon began her career as a maternal child staff nurse working in the high risk obstetrics unit at St. Joseph's Women's Hospital in Tampa, Florida. Six years later, she received her master's degree with a focus in pediatrics from the College of Nursing at the University of South Florida.

As a member of the 2008-2009 cohort of the Sigma Theta Tau International Honor Society/Johnson & Johnson Maternal Child Health (MCH) Nurse Leadership Academy, Gordon met Dianne Morrison-Beedy, now the Senior Associate Vice President of USF Health and Dean of the College of Nursing at USF. Through the Academy, Gordon successfully implemented Mother's Own Milk (MOM), a perinatal program for high risk obstetrical patients that educates mothers about premature delivery and encourages mother's own milk to promote optimal growth and development. Funded by the March of Dimes, MOM, improved breastfeeding/pumping compliance within the neonatal intensive care unit (NICU).

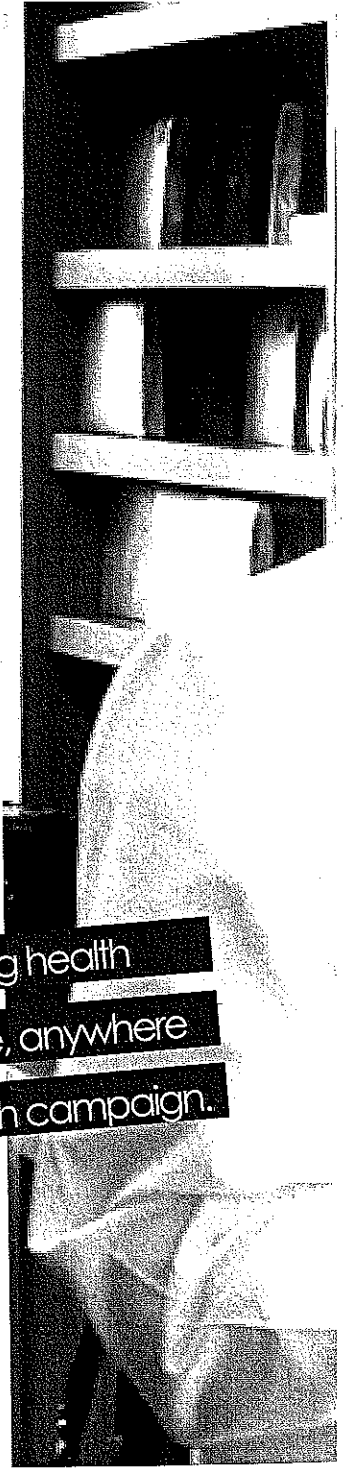
"100% compliance was achieved through patients' informed decision and planting the seed early," said Gordon. "It was a transformative process and I realized I could be a leader - You don't have to be in a position of authority to be a leader."

As a result of the experience Gordon gained a newly established position as Lactation Coordinator at St. Joseph's Women's Hospital and an opportunity to continue her work. The MOM program has received March of Dimes funding for three consecutive years.

St. Joseph's Women's Hospital recently received \$230,000 from the Healthy Start Coalition of Hillsborough County for the HelpUGrow (HUG) Interconception Care (ICC) program to address needs of infants and mothers in the NICU which will integrate the MOM perinatal program with an intra-conception care model that will follow high-risk mothers and babies for up to a year after birth.

Gordon also advocates breastfeeding as co-founder of the Hillsborough County breastfeeding Task Force, a collaborative of interdisciplinary professionals and representatives from local hospitals and agencies such as the Healthy Start Coalition, the Hillsborough County Health Department, and the University of South Florida.

Jessica Gordon is improving health
through the anytime, anywhere
breastfeeding health campaign.





That's right... I breastfeed! Anytime, Anywhere



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Community Partners



Breastfeeding helps me build a special bond with my mommy. My mother's milk is natural, healthy and free. And she can give it to me **anytime, anywhere**.

By **breastfeeding** me, my mommy saves time, energy and money. And her breastmilk is the perfect food for me, having many special qualities that cannot be reproduced in formula.

Breastfeeding also:

- Strengthens my immune system; reduces ear infections, allergies, diarrhea and constipation, colds and flu
- Helps my brain development and may improve IQ (intelligence quotient)
- Reduces my mom's risk of developing breast and ovarian cancers
- Burns calories, helping my mom's body return to its pre-pregnancy weight more quickly
- Reduces the likelihood of me developing childhood obesity

Mom, I want you to know you can breastfeed me — **anytime, anywhere**. It's a good choice.



For more information: (813) 307-8074



"This is a global issue - I have to educate the community to help my patients," said Gordon. "Think and look outside the box, challenge the process and get hospitals involved to help normalize breastfeeding."

The Task Force developed a community resource guide for parents and health care workers, and in August 2011 launched 'Anytime, Anywhere', a social marketing campaign to spread the news about breast milk's advantages.

"We want moms to know they have the opportunity to breastfeed their babies *Anytime, Anywhere*," said Gordon.

Shelia Hucak

Anytime, Anywhere

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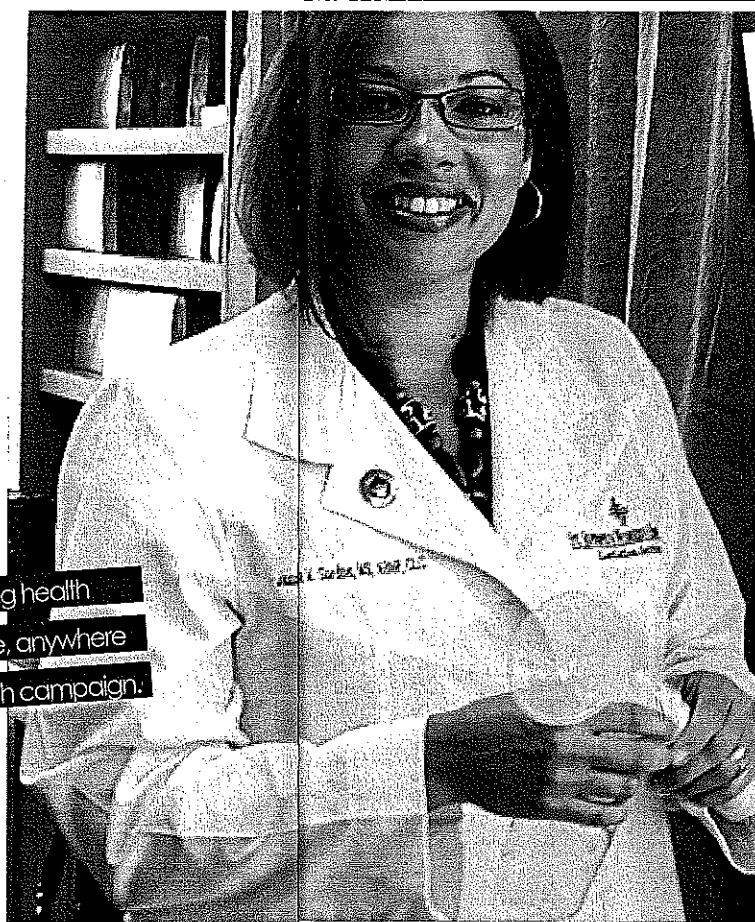
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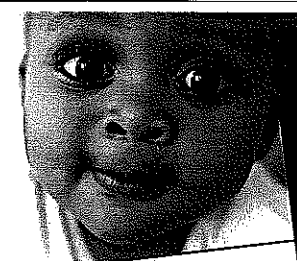
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