



SWFL BIRTH & BEYOND

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CALL FOR BREASTMILK--
NEW DONOR BANK

2015-2016 EDITION

3 ESSENTIALS
FOR YOUR BIRTH
FIND OUT WHAT TO BRING...
WHAT'S IN YOUR BIRTH BAG?

ASK THE EXPERTS

resource guide
for leading SWFL
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2015-2016 Issue

Table of Contents

Call for Donor Milk	4
It's Your Birth. Know Your Options	8
CIMS Nurses Honors	9
What's in Your Birth Bag?	10-11
Resource Pages.....	13-22
Breastfeeding Resources	23
Non-Profit Resources	26
Membership Benefits.....	28
What IS Mother-Friendly Care?	29



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- Provider Directory
- Maternity Store
- Local Birth Stores
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Lee Memorial Health System Opens Breast Milk Depots

Lee Memorial Health System is excited to announce it has opened two breast milk banks located at Cape Coral Hospital and HealthPark Medical Center. Babies in the Neonatal Intensive Care Unit (NICU) depend on this life saving nourishment to thrive when their mother's milk is not available. Knowing the positive impact that breast milk can have on babies for a lifetime, the health system is asking lactating mothers in the community to consider donating their milk.

"Every drop of breast milk can make a difference in the long-term survival and outcome of a sick baby," says Nancy Travis, Director of Women's and Children's services. "Donors to a non-profit milk bank, such as ours, find comfort and pride in knowing that they are providing life-saving milk to babies in need. We're very excited to be able to provide this service to our community."

Under the physician prescription, donated milk is sent to babies in hospitals. It is used by preemies and older babies who cannot tolerate formula, have a weakened immune system, or have special dietary needs. Donor milk greatly reduces the incidence of digestive tract infections and many other infections as well. One ounce of your milk can feed a tiny preemie for an entire day.

Donating extra milk is a wonder-

ful life-saving gift to a sick baby. Once you've established your milk supply and your own baby's needs are met, you are likely to qualify as a donor if:

- You are in generally good health.
- You are a non-smoker.
- You are not taking medications on a regular basis.

To get started, mothers who are interested in donating can call 407-303-2599 to complete a telephone screening. Once it is determined that you are eligible to donate, a blood draw is required (the cost is covered by the milk bank); and you, your doctor and your baby's pediatrician will need to sign medical release forms. Your milk can then be dropped off at either of Lee Memorial Health System's Human Milk Banking Association of North America (HMBANA) milk banks:

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239-424-2217

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Drop off times: Mon – Fri, 9 a.m. to 8 p.m., and by appointment.

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Our cover photo is brought to you by one of Southwest Florida's premier Newborn and Maternity Photographers.

Rochelle Shucart Photography specializes in Maternity and Newborn portraits. She finds such beauty in an expectant mother; bonds are forming and your family is growing.

Rochelle portrays this in many of her images.

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"There is nothing more important than the bond between a mother and her child".



2015 - 2016

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all the best on your special journey!
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in your lives- body, mind and spirit.

Tell them you found them in the SWFL Birth & Beyond Guide!

It's Your Birth. Know Your Options

Childbearing women in Southwest Florida have a variety of options available when choosing how, where and with what type of provider to give birth. In preparing for your special day and the many decisions you will have to make, navigating options and knowing where to find them can be made easier with the help of a guide.

It is our belief that safe and satisfying births can take place in hospitals, birth centers, and homes with appropriate Mother-Friendly maternity care and support. We refer to the Coalition for Improving Maternity Services (CIMS) Mother-Friendly Childbirth Initiative (MFCI) which defines and outlines steps towards maternity services that promote the normalcy of the birth process, the autonomy and empowerment of the parents, and the responsibility of the caregiver to implement evidence-based care practices.

Also in our area is the International Cesarean Awareness Network (ICAN) with a mission to improve maternal-child health by preventing unnecessary cesareans through education, providing support for cesarean recovery, and promoting Vaginal Birth After Cesarean (VBAC). For more information visit www.ican-online.org.



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Since 1996, the Coalition for Improving Maternity Services (CIMS) has stood at the forefront of a grassroots effort to restore normal, healthy child-birth practices. It is our honor to confer Mother-Friendly Nurse Recognition to nurses around the country who provide patient care that is consistent with the Principles and Ten Steps of the Mother-Friendly Childbirth Initiative.

Every day, America's nurses play an integral part in providing quality, evidence-based health care; care that is respectful of the mother-baby dyad, results in excellent medical outcomes and produces the highest levels of patient satisfaction.

Southwest Florida is home of the nine following nurses who have earned CIMS Mother-Friendly Recognition:

Roseann Civil, RNC, BSN

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What's in Your Birth Bag?

By: Christine Ghali

A simple google search for "Birth Bag" brings up a slew of seemingly must-read articles on wildly popular maternity sites. Three pairs of warm, non-skid socks, pen and paper, and sugar-free candy are actually on more than one "must bring" list. Really? What makes these things essential to birthing our babies or providing the laboring mother the comfort measures she needs? It's lists like this that serve to confuse birthing mothers, cause us to second guess ourselves and ultimately, bring us further from our birthing instincts and our internal locus of control. As a mother of three and a birth doula having attended more than 50 births, allow me to shed some light on the must-haves I carry in my doula bag, but first, let's look at what you might consider bringing in your birth bag.

I can reduce your legitimate birthing needs down to three things: a fully prepared support person, your own confidence and preparedness in pain-coping and relaxation techniques, and a birth provider (doctor or midwife) with whom you have a solid foundation of trust based on mutual respect, similar philosophies and often, numerous conversations led by you.

But we can't put these things in a bag! What about the bag, you ask? Ok. If you must have a checklist, here's a top five. Then we'll get back to what you REALLY need.

1. Drinks with electrolytes (coconut water, vitamin water, sports drinks)
2. Visualizations and affirmations for

your support person to read when the going gets tough

3. Snacks (easily digestible, like frozen grapes or watermelon)
4. Cell phone charger and
5. Lip balm

So, back to the three essentials, the non-tangibles. First, your fully prepared support person. This might be your birth partner or your doula (see pg. 16 & 17 for a list of doulas) or someone else. Some birth classes like Birthing From Within® and The Bradley Method® take pride in including and preparing the birth partner for what they really need to know about labor and supporting the birthing mother. If your support person is your baby's father, remember this is also the birth of himself as a father, and that is an important and often overlooked piece of our birth culture today. When dad is prepared with how to fully support the birthing mother, this benefits not only mom and baby, but also their parenting journey, including newborn care and beyond. Doulas exist to complement the role of your support person, and give you additional support, comfort measures, pain-coping expertise, and more. Second, you need your own confidence in your ability to do this, to cope with the intensity of labor. Where will you gain this confidence? What do you need to do to prepare? These are questions to load into your metaphorical bag now, don't leave it up to chance! See pg. 14 & 15 for a list of local childbirth preparation classes.

Finally, you want to have the reliance of your supportive birth provider. Have you asked your doctor or midwife what happens if you are still pregnant
Continued...



at 40 weeks? What about 41? At what point you'll see them during labor? What their cesarean rate is? What happens if they are not on-call when you go into labor? Many mothers are shocked and ill-prepared when their "supportive" provider begins to change the way they communicate come 39 weeks, and suggest inductions, big babies, or cesareans. This is not always the case, of course, and much of the reason you are seeking out evidence-based care during pregnancy is to field these uncertain situations with confidence. Sometimes these are difficult questions to ask. Put them into your metaphorical birth bag now, while you have the ability to communicate your needs and concerns, find your voice, and even make a change in providers if you'd like.



So what's in my doula bag? First, the tangibles.

1. Rebozo (google it!)
2. Massage oil
3. Essential oils
4. Honey sticks to give mom a caloric energy boost just prior to pushing
5. Things for myself, like food, my breast pump while I'm away from my nursling, and my cell phone charger.

If I left my doula bag at home, it wouldn't matter much. What do I re-

ally use as I support a mom and dad during labor? The intangibles!

First, my voice, to speak words of encouragement, birth affirmations, visualizations to help her cervix ooooppppeeen and to bring the baby downwwwwwn.

Second, my hands, to do the ever-important "double hip squeeze" or counter-pressure on her low back, or to massage sore shoulders or to relax her hands or feet. And third, my knowledge of "Spinning Babies" techniques to help a longer labor progress by helping baby get in a more optimal position, even during labor. You can learn position changes as well as specific exercises to create more space in the lower uterine segment to allow baby more room to descend and rotate (spinningbabies.com).

Of course you'll need some things for baby, like an installed car-seat and an outfit to wear. But birth bag? You will hardly open that bag and when you do, you might be surprised to discover that the things you thought you needed before baby was born no longer quite "fit" the new person you have become: A Mother. What do you need now? Your baby, your voice, your milk. The rest can become details you choose to bring with you or not. Instincts know no lists.

Christine is a Chapter Leader of the SW Florida Birth Network, a Birthing From Within labor doula and birth mentor, and proud owner of Mindful Birth Services and Doula Care mindfulbirthservices.com 

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RESOURCE GUIDE

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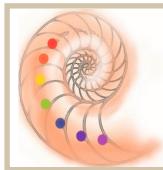
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Jaclyn Sieben, RN

Jaclyn Sieben
nursejaci@mac.com
Collier & Lee Counties
239.405.7972

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Chiropractic



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A big THANK YOU to EcoBaby & Home for their support of the Rally to Improve Birth 2015! Your support is greatly appreciated!

Nicky Quick Doula Services

Nicky Quick

Nickyquickdoula@gmail.com
Lee County 941.662.0545

www.nickyquickdoula.com

www.fb.com/pages/Nicky-Quick-Doula-Services/1389200798010642

Nicky Quick Doula Services Offering Professional Birth Planning Sessions, Prenatal Assistance, Labor and Delivery Support, Postpartum Support, Extended Postpartum Support. "Since 2009"

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Doula-Birth



Jaclyn Sieben, RN

Jaclyn Sieben
nursejaci@mac.com
Collier & Lee Counties
239.405.7972

www.fb.com/pages/Jaclyn-Sieben-RN-and-Doula/822115047869265

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RESOURCE GUIDE

Doula-Birth



Joyful Birthing, Inc.

Nancy F. Prevatt, RN, CCE, CD (Charis)

nancy@joyfulbirthing.net

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Cheryl Bernardi

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Naples

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Stephanie Dahlstedt

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Lee County

239.494.0021

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Little Miss Boho provides personalized Doula care to allow you to create your own birth experience along with support to handle the unexpected.



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midwifepriscilla@gmail.com

Collier, Lee & Charlotte Counties

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www.youtube.com/user/drjohnedwards

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⌚ 20% discount off first prenatal massage

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midwifepriscilla@gmail.com
Collier, Lee & Charlotte Counties
www.midwifepriscilla.com

407.473.1882

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⌚ 1 free prenatal massage & 1 free postpartum massage for midwifery clients- \$150 value

Midwifery Care



Family Birth Center of Naples

Dawn Meier, LM
fbcnaples@gmail.com
2930 Immokalee Rd, Suite 2
Naples 239.594.0400

www.naplesbirthcenter.com

www.fb.com/135810814156

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Kristin Schuchmann, CPM, LM
LifesongMidwife@gmail.com
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⌚ 1 free prenatal massage & 1 free postpartum massage for midwifery clients- \$150 value

Pregnant? Become a member of the SW Florida BirthNetwork! One perk is that you'll get discounts from the providers found in this Guide. Contact your co-leaders at info@swfloridabirthnetwork.org for more information!

www.swflbirthnetwork.org

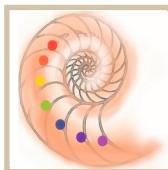
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RESOURCE GUIDE

Monitrice



Jaclyn Sieben, RN

Jaclyn Sieben
nursejaci@mac.com
Collier & Lee Counties
239.405.7972

www.fb.com/pages/Jaclyn-Sieben-RN-and-Doula/822115047869265

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midwifepriscilla@gmail.com
Collier, Lee & Charlotte Counties
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⌚ 1 free prenatal massage & 1 free postpartum massage for midwifery clients- \$150 value

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Natural Family Living



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jeanstarbo@hotmail.com

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Coming Soon:

The Birth Partner Program! How it works: Our Providers in this guide donate goods and services for those who qualify. Contact info@swflbirtnetwork.org for more information!



Renaissance Montessori School

Kathleen Leitch
Lee County 239.275.2022

admin@montessorichild.org

www.montessorichild.org

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Renaissance School offers a Montessori education for children 12 months old through 6th grade.



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www.youtube.com/user/drjohnedwards

Mama's Chiropractic Clinic is a family practice that specializes in the care of expecting mothers and children. We take care of any pregnancy at any stage along the way. Postpartum care, nutrition and more.

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- Jill, mom of 2

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Martina Schaible
Martina@kaleidoscopeplacenta.com

Collier County

239.234.9109

www.kaleidoscopeplacenta.com

www.fb.com/KaleidoscopePlacenta

Kaleidoscope Placenta Encapsulation services is owned by Martina Schaible, a placenta encapsulation specialist & postpartum doula serving Naples, Florida and SWFL.

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Cape Coral
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RESOURCE GUIDE



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Lifebehold@gmail.com

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Nicole Traum, RYT

info@yogabirdstudio.com

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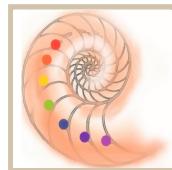
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Registered Nurse



Jaclyn Sieben, RN

Jaclyn Sieben

nursejaci@mac.com

Collier & Lee Counties

239.405.7972

www.fb.com/pages/Jaclyn-Sieben-RN-and-Doula/822115047869265

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1660 Trade Center Way
Naples, FL 34109



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Photo Credit:



Breastfeeding Resources

License to Breastfeed in Public

Be It Enacted by the Legislature of the State of Florida:

Section 1. The breastfeeding of a baby is an important and basic act of nurture which must be encouraged in the interests of maternal and child health and family values. A mother may breastfeed her baby in any location, public or private, where the mother is otherwise authorized to be, irrespective of whether or not the nipple of the mother's breast is covered during or incidental to the breastfeeding.

*House bill no. HB 231 Fl. ALS 4; 1993 Fla. Laws ch. 4; 1993 Fla. HB 231
Fla. Stat. § 383.015, § 800.02 - 800.04, § 847.001 (later: § 827.071)*

Lee Memorial Health System consultations are by appointment and breastfeeding support is available by calling:

Cape Coral Hospital 239-424-2246

Gulf Coast Medical Center 239-343-0658

Health Park Medical Center 239-343-5186

Breastfeeding Support Groups in Cape Coral are every 2nd Sat @10am, Mondays @10am, and 3rd Wednesdays @6:30pm at 636 Del Prado Blvd, Cape Coral, FL 33990. Contact Cape Coral Hospital with questions 239-424-2246.

WIC Breastfeeding Welcome Center

Monday- Friday 8:00 am- 5:00pm

3920 Michigan Avenue Fort Myers, FL 33916
239-332-9615

Services available to WIC participants:

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Gold 239-560-6226

Hendry and Glades Counties

Barbara, Spanish 863-368-0450

La Leche League of Fort Myers

Fort Myers:

Michelle 239-498-3095

Jeri 239-454-1350 jerrimouse@hotmail.com

En Espanol: Lessie 239-265-3266

lessieveronica@hotmail.com

Hendry County: Maria 863-612-6264

krmathman@embarqmail.com

<http://www.llli.org/web/florida.html>

Support is also available by calling 1-800-525-3243

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Lauren @ 850-491-3001

Lauren.freuhan@breastfeeding.org

<https://breastfeedingusa.org/>

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Patricia Lawlor & Megan Nickel-Martin
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www.facebook.com/ICANofSWFL



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MICHELLE LIN, RN, MHA
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Chelle1277@hotmail.com

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Our members are eligible to receive discounts from listings with a green dollar symbol. For just \$25/year, you can support the BirthNetwork and receive discounts on the products and services you need.

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THREE EASY STEPS TO BECOME A MEMBER

1. Read and endorse the Mother-Friendly Childbirth Initiative.
2. Apply and pay for membership at www.birthnetwork.org/member.htm. (Level details on page 30) BirthNetwork National is a non-profit organization that depends on memberships and the hard work of our volunteers to fulfill our mission. Please join us as we work to improve maternity care. All memberships and contributions to BirthNetwork National are tax-deductible under IRS Section 501(c)3.
3. Submit your directory listing.



SWFL Birth Network encourages you to seek providers who support your personal philosophies and does not endorse or recommend providers, but instead lists providers who endorse the Mother-Friendly Childbirth Initiative (MFCI) and are paid SWFL Birth Network members.



What IS Mother-Friendly Care?

For Mother-Friendly Hospitals, Birth Centers,* and Home Birth Services

To receive CIMS designation as “mother-friendly,” a hospital, birth center, or home birth service must carry out the above philosophical principles below...

A mother-friendly hospital, birth center, or home birth service:

1. Offers all birthing mothers:

- *Unrestricted access to the birth companions of her choice, including fathers, partners, children, family members, and friends;
- *Unrestricted access to continuous emotional and physical support from a skilled woman—for example, a doula,* or labor-support professional;
- *Access to professional midwifery care.

2. Provides accurate descriptive and statistical information to the public about its practices and procedures for birth care, including measures of interventions and outcomes.

3. Provides culturally competent care—that is, care that is sensitive and responsive to the specific beliefs, values, and customs of the mother's ethnicity and religion.

4. Provides the birthing woman with the freedom to walk, move about, and assume the positions of her choice during labor and birth (unless restriction is specifically required to correct a complication), and discourages the use of the lithotomy (flat on back with legs elevated) position.

5. Has clearly defined policies and procedures for:

- *collaborating and consulting throughout the perinatal period with other maternity services, including communicating with the original caregiver when transfer from one birth site to another is necessary;
- *linking the mother and baby to appropriate community resources, including prenatal and post-discharge follow-up and breastfeeding support.

6. Does not routinely employ practices and procedures that are unsupported by scientific evidence, including but not limited to the following:

- *shaving;
- *enemas;
- *IVs (intravenous drip);
- *withholding nourishment or water;
- *early rupture of membranes*;
- *electronic fetal monitoring;
- other interventions are limited as follows:

Has an induction rate of 10% or less;†

Has an episiotomy rate of 20% or less, with a goal of 5% or less;

*Has a total cesarean rate of 10% or less in community hospitals, and 15% or less in tertiary care (high-risk) hospitals;

*Has a VBAC (vaginal birth after cesarean) rate of 60% or more with a goal of 75% or more.

7. Educates staff in non-drug methods of pain relief, and does not promote the use of analgesic or anesthetic drugs not specifically required to correct a complication.

8. Encourages all mothers and families, including those with sick or premature newborns or infants with congenital problems, to touch, hold, breastfeed, and care for their babies to the extent compatible with their conditions.

9. Discourages non-religious circumcision of the newborn.

10. Strives to achieve the WHO-UNICEF “Ten Steps of the Baby-Friendly Hospital Initiative” to promote successful breastfeeding:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff;
2. Train all health care staff in skills necessary to implement this policy;
3. Inform all pregnant women about the benefits and management of breastfeeding;
4. Help mothers initiate breastfeeding within a half-hour of birth;
5. Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants;
6. Give newborn infants no food or drink other than breast milk unless medically indicated;
- Practice rooming in: allow mothers and infants to
7. remain together 24 hours a day;
8. Encourage breastfeeding on demand;
9. Give no artificial teat or pacifiers (also called dummies or soothers) to breastfeeding infants;
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from hospitals or clinics

† This criterion is presently under review.

Source: <http://www.motherfriendly.org/MFCI>

JOIN THE SW FLORIDA BIRTHNETWORK

(Cost is per year)

Birth Advocate Membership (\$25) This level of membership is for community members interested in supporting the mission of BirthNetwork National and attending our events, but who do not wish to advertise a business or service.

- Discount offers from our professional members listed in the Birth & Beyond Resource Guide.
- Gift certificate awards for applicants who qualify.
- Discounts to BirthNetwork conferences and events.
- Free offers from participating businesses if your pregnancy continues past the estimated due date (Coming Soon!)
- Becoming a part of a growing movement to improve maternity care in your community.

Basic Professional Membership (\$50)

This level of membership is designed for the individual professional who offers services in birth and childbearing related fields.

- All of the benefits of a consumer membership, plus:
- One listing in both the print and online version of "Birth and Beyond: A Resource Guide for Expectant Parents".
- Speaking opportunities connected to your area of expertise as it relates to mother-friendly care at a BirthNetwork event.
- Networking opportunities with both consumers and birth professionals.
- Ability to distribute your marketing materials (business cards, brochures, event info) at BirthNetwork events, or in our welcome packages (as space allows).

- Listing of your scheduled classes and Facebook events on our online calendar and BirthLink E-Newsletter.
- Social Network connections and website link backs.
- Featured Member Spotlight

Enhanced Professional Membership (\$75)

Designed for individual birth professionals who offer more than one service (i.e., doula, childbirth educator and massage therapist)

- All of the benefits of Basic Professional membership, plus:
- Two listings in both the print and online version of "Birth and Beyond: A Resource Guide for Expectant Parents".

Premium Professional Membership (\$100)

Designed for individual birth professionals who offer more than one service (i.e., doula, childbirth educator and massage therapist)

- All of the benefits of Basic Professional membership, plus:
- Three to five listings in both the print and online version of "Birth and Beyond: A Resource Guide for Expectant Parents".

Professional Group Membership This membership is for organizations and group practices who have more than one professional offering services in their business.

- Small Group (2-5 People): \$100 one listing, \$150 two listings, \$200 3-5 listings each
- Medium Group (6-9 People): \$300 one listing, \$450 two listings, \$600 3-5 listings each
- Large Group (10+ People): \$500 one listing, \$750 two listings, \$1000 3-5 listings each



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