



## Center for Health Equity, Education, & Research

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### FOR IMMEDIATE RELEASE

Contact: Circle of Moms Baby Café: 601-748-4186; [circleofmomsbabycafe@gmail.com](mailto:circleofmomsbabycafe@gmail.com).

### Mississippi Launches First Cluster Baby Café

(Brookhaven, Mississippi) – On June 20, 2017, Mississippi celebrated the opening of its first cluster Baby Café™: Circle of Moms Baby Café! A Soft Opening Ribbon Cutting Ceremony took place at King’s Daughters Medical Center (KDMC) in Brookhaven, one of the two locations for the Baby Café. The other location is the Lincoln County Public Library in Brookhaven. This is Mississippi’s first cluster Café, a Baby Café linked administratively and sharing staff between more than one location. Mississippi’s other Baby Cafés are the CHAMPS Delta Hills Baby Café in Greenville and the Crossroads Baby Café of Merit Health NW Mississippi in Clarksdale. The Mississippi State Department of Health (MSDH), Office of Preventive Health, Division of Nutrition, Physical Activity, and Obesity is the sponsor of the Circle of Moms cluster Café.



*Café and community leaders cut the ribbon at Soft Opening*

“In 2014, Brookhaven was awarded the Blue Cross & Blue Shield of Mississippi (BCBSMS) ‘Healthiest Hometown,’” comments Jacinda Roach, PhD, RD, LD, Mississippi Public Health Institute (MSPHI) Program Director. “This cluster Café helps to continue the culture of health this community has established through many years of commitment to health and wellness.”

Baby Café USA, established in 2011, is a national network of free breastfeeding drop-in locations, combining the expertise of skilled practitioners and mothers to offer invaluable support to parents at all stages of breastfeeding. The Baby Cafés offer help in a relaxed, informal café-style environment where moms can chat and learn about breastfeeding from skilled practitioners and each other. All Baby Cafés take place at least once a week in community venues. All Cafés welcome family members and many welcome male partners and children/siblings as well.

Circle of Moms Baby Café’s Soft Opening was well attended by approximately 60 at the ribbon-cutting ceremony. Mothers with their infants and other family members, KDMC labor and delivery staff members (including physicians, nurses and clerical staff), Med/Surg hospital staff, the hospital CEO, hospital board members, hospital administrators, BCBSMS leadership, MSDH local and state WIC staff, community members, library staff, and MSPHI staff attended.





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Shellie Evans, AA, BS, CLC, Circle of Moms Baby Café Director, and Lou Ann Wall, RN, IBCLC, Circle of Moms Baby Café IBCLC, welcomed everyone; KDMC CEO Alvin Hoover, FACHE gave remarks from the hospital; Angie Williamson, RNC, BSN, KDMC Maternal-Child Director and CHAMPS Team Lead talked about how the Café will be important for patients pre-delivery and post-delivery; and Jacinda Roach talked about what MSPHI is, how the partnership was formed between MSDH and the hospital, how the Café helps fulfill Steps 3 and 10 of the Baby-Friendly Hospital Initiative, and how the Café links to BCBSMS Maternity Quality Initiatives. Then the ribbon cutting took place with Alvin Hoover, Jacinda Roach, Lou Ann Wall, Shellie Evans, Angie Williamson, Sarah Broom, MD, Medical Director of BCBSMS, and Kasie Beth Brown participating in the ribbon cutting (left to right in photo).

Circle of Moms Baby Café's Grand Opening will take place 2-3 months from now, but the Café is already open to the public. It is held every 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of the month at the KDMC Education Annex from 11:30 am – 1 pm, and at the Lincoln County Public Library every 2<sup>nd</sup> Tuesday of the month from 11:30 am – 1 pm and every 4<sup>th</sup> Tuesday of the month from 4 – 6 pm. Cafés are not held on holidays. Mothers, mothers-to-be, and family members are invited to attend!

### Circle of Moms Baby Café addresses and contact information:

King's Daughters Medical Center Education Annex, 427 Highway 51 North, Brookhaven, Mississippi, 39601

Lincoln County Public Library, 100 South Jackson Street, Brookhaven, MS, 39601

For information, call 601-748-4186 or email [circleofmomsbabycafe@gmail.com](mailto:circleofmomsbabycafe@gmail.com).

# babycafé

