

2011

OH, BABY!

BREASTFEEDING STORY CAMPAIGN

Mills-Peninsula's Family Birth Center sponsors this fun photo / essay contest as part of a worldwide effort to raise awareness about the benefits of breastfeeding for mother and child.

All moms are invited to enter a candid photo of their healthy, breastfed baby when they were age 18 months or less. **The deadline is Wed. Aug. 30, 2011** Winners will be announced at our Children's Halloween Party Thur. Oct. 27, 2011.

Winning photos will be posted at Peninsula Medical Center and published on the Mills-Peninsula website. Fill out completely and sign the form below. Questions? Call (650) 696-4190 .

ENTRY FORM

PARENT'S NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE NUMBER OR E-MAIL
(For prize notification) _____

BABY'S NAME _____

BABY'S BIRTHDAY _____

PLACE OF BIRTH _____

Was your baby born at Mills-Peninsula? YES NO

If no, in which Mills-Peninsula Maternal and Child Health program(s) did you participate?

AUTHORIZATION TO USE PHOTOS

I hereby consent this photograph be used for purposes, included but not limited to, distribution to hospital staff, physicians, health professionals and the public for educational, public relations, marketing communications and charitable purposes.
(Please sign)

MOTHER FATHER GUARDIAN _____

How long did you breastfeed?

Why did you stop?

How did breastfeeding help you and your baby?

Was there a person or person(s) you would like to acknowledge for their breastfeeding support and teaching?

Please use the back of this form to tell us about your experience (Limit two paragraphs).



Mail this form to:

**Mills Health Center
Community Education Office
Attn: Laura Lawton
100 South San Mateo Drive
San Mateo, CA 94401**

OH BABY! PHOTO CONTEST RULES

1. Babies must have been breastfed.
2. Babies must have been either delivered at Mills-Peninsula or part of Mills-Peninsula Maternal and Child Health programs.
3. Babies must be born on or after Jan. 1, 2010, and photos must be of a child age 18 months or less.
4. ENTRIES MUST BE RECEIVED – NOT MERELY POSTMARKED - BY WEDNESDAY, AUG. 30, 2011 In Mills Health Center, Community Education Office, Attn: Laura Lawton, 100 South San Mateo Drive, San Mateo, CA 94401.
5. Late entries will not be considered.
6. Submit only one photo per child, one child per photo, except for multiple births.
7. Submit only one entry per child, family, household, unless multiple birth, i.e., twins, triplets, etc.
8. Photo size must be 4" x 6" .
9. Photos must be accompanied by an entry form signed by custodial parent.
10. Photos will not be returned and may be used for future promotional purposes.
11. No studio photography will be accepted, considered. Only amateur photos will be accepted, considered.
12. Digital cameras may be used, but only hard-copy prints will be accepted, considered. No electronic image files will be accepted, considered.
13. This is not a professional contest. It is for fun and for free.
14. Decisions of judges are final.



*Mills-Peninsula
Health Services*

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With You. For Life.