



LifeTimes

The Art of Living Well

SPRING 2021

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Parrish Medical Center on Track to Earn Baby-Friendly® Designation

International distinction for exceptional care of breastfeeding moms and their babies

Sources: <https://www.babyfriendlyusa.org/>; <https://www.who.int/nutrition/publications/infantfeeding/bfhi-implementation-2018.pdf>



First row, L to R: Melinda Hodges, RN, BSN, Manager Women's Services; Rita Jordan, RN, IBCLC; Amanda Griffin, CNA; Mariah Jackson, RN BSN; Dr. Caito; Dr. Taival. Second row, L to R: Christina Wildman, RN; Lorraine Cunniff, RN; Ashley Antun, RN.

Having a healthy baby is about more than what happens during labor and delivery. Parrish Medical Center (PMC) is committed to making the birth of your baby a beautiful healing experience. To enhance the birth experience, Parrish Medical Center has joined the Baby-Friendly Hospital Initiative (BFHI) and is working toward receiving their designation by December 2021.

The Baby-Friendly designation is based on stringent global criteria for the WHO/UNICEF

Baby-Friendly Hospital Initiative (BFHI) and adapted for the U.S. Initiative. The criteria set high standards for providing the best possible breastfeeding support for moms and babies in the maternity setting. This is done by focusing on key initiatives to include, but are not limited to:

- Breastfeeding education
- Providing mothers with safe and consistent lactation assistance
- Individualized care for mom and baby
- Practicing rooming in—keeping moms and babies together throughout the birth hospitalization
- Post-stay breastfeeding support

"It is a tremendous opportunity for families in Brevard County who are looking for a birth hospital that is held to the highest standards in maternity care," said PMC Lactation Consultant Rita Jordan, RN, IBCLC. "Being able to assist concerned moms beginning breastfeeding and for them to know resources are plentiful here—is huge! We have an entire team of professionals willing and ready to help moms reach their breastfeeding goals."

Upon adopting the Baby-Friendly® practices in 2019, 70% of all babies born at Parrish Medical Center were exclusively breastfeeding for the entire birth hospitalization by the end of 2020.

According to Baby-Friendly USA, immediate and uninterrupted skin-to-skin contact and breastfeeding within the first hour after birth are essential to providing the nutrients and energy needed for physical and neurological growth and development of infants.

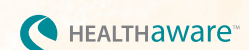
Parrish Medical Center will be joining 595 Baby-Friendly® facilities in the United States, representing 28.07% of annual births.

The Baby-Friendly® initiative also includes support for mothers who prefer or are medically required to formula feed.

Visit parrishhealthcare.com/healingexperiences to watch real patient stories from the Women's Center at Parrish Medical Center.

NONPROFIT ORGANIZATION US POSTAGE PAID LIONSHARE

From pregnancy, delivery and recovery to routine exams that keep her well, no matter what her stage of life, a healthy woman makes a difference to all those around her.



Be Health Aware. Take our **FREE RISK ASSESSMENT** at parrishhealthcare.com/healthaware.

Life Balance

We believe every life is a picture of perfection created by a balance of mind, body and wellness.

As your women's health care partners, we believe in blending the art of healing with the science of advanced medicine to care for you and your family from the first breath to the last breath and everything in between.

We believe in bringing together the best and brightest women's health experts; including the expertise of Mayo Clinic.

This dedicated team focuses on you as an individual because every life is a work of art to us.



Visit parrishhealthcare.com/healthaware for a **FREE Health Risk Assessment**.



PARRISH HEALTHCARE
Parrish Medical Center
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Titusville, FL 32796



parrishhealthcare.com/women

Where the Art of Healing Comes to Life



News & Notes

Happy Mother's Day | Sunday, May 9!

Celebrating moms everywhere for exemplifying love, selflessness and wisdom.



National Nurses' Week

Sunday, May 6 - Wednesday, May 12

Especially now, nurses are more deserving than ever of our support, respect and appreciation. COVID-19 has brought renewed attention to the healing work nurses perform in the service of patients and families. We thank you and appreciate what you have done, are doing and will do. Happy Nurses' Week!

May is American Stroke Awareness Month

Did you know that one in five women has a stroke during their lifetime and it is the fourth cause of death among women? It's important to talk to your health care provider about how to reduce your risk. Remember, when spotting a stroke BE FAST. Check for loss of balance, blurred vision, facial drooping, arm or leg weakness and speech difficulty. Call 911 for health care assistance.

New Officers Named to Parrish Medical Center's Board of Directors

Parrish Medical Center's board of directors, in accordance with its bylaws, held an election of officers during its January board meeting. The election resulted in the following office appointments:



Chairman of the Board:
Robert L. Jordan, Jr., CM.

Mr. Jordan has served as a member of the Board of Directors since 1998, most recently serving as Vice Chairman. Mr. Jordan is Chairman, President & CEO of Genesis VII, has more than 32 years of experience in the Aerospace field and holds numerous board positions in the public and private sectors.



Vice Chairman: **Stanley Retz, CPA.** Mr. Retz has been a certified public accountant for more than 40 years providing tax, accounting and financial advice to businesses and individuals.

In addition to the board officers, the nine-member board of directors includes **Billie Fitzgerald, Jerry L. Noffel, Maureen E. Rupe** and **Ashok C. Shah, MD.**



Treasurer: **Peggy Crooks.** Ms. Crooks is a retired banking executive with more than 40 years of banking experience. Throughout her career, Ms. Crooks has held a number of leadership roles in many civic and charitable organizations throughout Brevard County.



Secretary: **Elizabeth Galfo, MD.** Dr. Galfo has been a Board Member since 2015. She is a Hospice and Palliative Medicine physician with St. Francis Reflections Lifestage Care, and served as the Chief Medical Officer/Medical Director for the organization from 1997 to 2020. Dr. Galfo has served as a member of the Parrish Medical Center medical staff since 1993.



Member-at-Large and Immediate Past Chair: **Herman A. Cole, Jr., Col., USAF (Ret).** Mr. Cole was appointed to the Board of Directors in January 2000. Mr. Cole has an extensive background in directing, managing and administering large, worldwide construction projects.

SPOT A STROKE

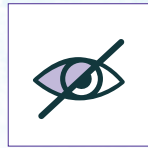
B E F A S T

LEARN THE WARNING SIGNS AND ACT FAST



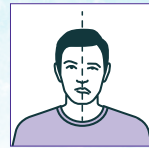
BALANCE

LOSS OF BALANCE, HEADACHE OR DIZZINESS



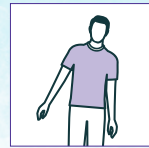
EYES

BLURRED VISION



FACE

ONE SIDE OF THE FACE IS DROOPING



ARMS

ARM OR LEG WEAKNESS



SPEECH

SPEECH DIFFICULTY



TIME

TIME TO CALL FOR AMBULANCE IMMEDIATELY



Board Members

ROBERT L. JORDAN, JR., CM, *Chairman*

STANLEY RETZ, CPA, *Vice Chairman*

PEGGY CROOKS

ELIZABETH GALFO, MD

HERMAN A. COLE, JR., COL., USAF (RET.)

BILLIE FITZGERALD

JERRY L. NOFFEL

MAUREEN E. RUPE

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Life Wise

May 9-15 is National Women's Health Week

In order for you to care for the ones you love, you must first love yourself (F.L.Y.). Remember to make your health a priority by staying active, talking to your health care provider, eating well-balanced meals, getting restful sleep and taking care of your mental health.

Take our free, non-diagnostic risk assessments by visiting parrishhealthcare.com/healthaware.

Meet Your Parrish Medical Group Obstetrics and Gynecology Team

We care for women at every stage of their lives. Compassionate and dedicated nurses and leading physicians deliver care in a nurturing atmosphere.

Visit parrishhealthcare.com/womenshealth to find your women and children's health expert.



Pictured left to right:

Manuel A. Navas, MD

Christina M. Caito, MD

Vidya Hate, MD



Rosanne M. Henry, MD

Denis A. Perez, MD

Cara Starkey, RN, CNM



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