

# Breastfeeding USA Style Sheet

Date: 3/21/12

The purpose of a style sheet is to make it easier to achieve consistent language and usage within a publication and/or an organization. If everyone works from the same style sheet, fewer inconsistencies (such as “breast feeding” and “breastfeeding”) will occur.

This style sheet has two sections. The General Guidelines section below lists the style guide and dictionary chosen and the style recommended for publications and Internet sources. The A-Z chart below the General Guidelines describes the preferred forms of words or phrases that may be exceptions to Breastfeeding USA’s general style guide or may not be included because they are specific to breastfeeding.

This style sheet is meant to be a living document with additions and changes occurring as the need arises. Please let us know if you have any ideas for improvement.

## GENERAL GUIDELINES

### STYLE GUIDE TO FOLLOW

Breastfeeding USA will be following the AP Style Guide, which can be found at:

<http://www.apstylebook.com/>

An online subscription will be purchased for the organization and hard copies of its yearly guide are available for \$19.95.

### DICTIONARY TO USE

Breastfeeding USA will be using the following online dictionary: <http://www.merriam-webster.com/>

### PUBLICATIONS

Italicize or underline: *Breastfeeding USA Horizons*

books, pamphlets, brochures, magazines, newsletters, newspapers

Enclose in quotations:

Title of conference sessions, lectures, and speeches

Titles of articles, unless they appear in a reference

Album and song titles

Television program titles

Poem titles

Works of art

*JOURNAL REFERENCES* (APA style, 6th edition)

Books: Author(s) last name, Initial. (Year). Title, edition. City, State: Publisher, pages.

West, D., & Marasco, L. (2009). *The Breastfeeding Mother's Guide to Making More Milk*. New York, NY: McGraw Hill.

Sears, W. and Sears, M. (2003). *The Baby Book*. Boston: Little Brown, 2-17.

Articles from periodicals: Author(s) last name, Initial [use "et al." if more than three]. (year). Article title [lower case after first word unless proper noun]. Full periodical title [italicize or underline, date; volume(issue): pages.

Beck, C. T., & Watson, S. (2008). Impact of birth trauma on breast-feeding: a tale of two pathways. *Nursing Research*, 57(4), 228-236.

Coutsoudis, A. (2005). Infant feeding dilemmas created by HIV: South African experiences. *Journal of Nutrition*, Apr; 135(4), 956-59.

*INTERNET REFERENCES:*

Standards for including references to websites are still changing, so these guidelines will evolve depending on need for clarity and accuracy.

Websites sites may be shown as sources to help readers find more information. Provide both web address and mailing address of the organization so readers without Internet access may also find information.

<http://www.apastyle.org/learn/faqs/web-page-no-author.aspx>

**Example:**

New child vaccine gets funding boost. (2001). Retrieved March 21, 2001, from [http://news.ninemsn.com.au/health/story\\_13178.asp](http://news.ninemsn.com.au/health/story_13178.asp)

Cite in text the first few words of the reference list entry (usually the title) and the year. Use double quotation marks around the title or abbreviated title.: ("New Child Vaccine," 2001).

A/B	C/D	E/F	G/H
<p>bedsharing  birth weight  Board of Directors  bottle-feeding  breast milk (can be used as two word [as an adjective, add hyphen, e.g., “breast-milk substitute”], but human milk or mother’s milk preferred)  breastfed (one word)  breastfeed (one word)  breastfeeding (one word)  Breastfeeding Counselor (or BC)  BC Candidate/Applicant (not BCC/A)  Breastfeeding USA or BfUSA  bylaws</p>	<p>caregiver  Chapter (not chapter; do not use G/group)  childbirth  child(ren), not kid(s)  cosleeping</p>	<p>email (not e-mail)  formula (non-human milk preferred)  full term (as an adjective, add hyphen, e.g., full-term baby)  fundraising</p>	<p>Google  Google Docs  gram: use symbol “g” (no period), e.g., 8 g  human milk (instead of breast milk)  health care  health-care provider or health-care professional</p>

I/J/K	L/M	N/O	P/Q
<p>JPEG (not jpg)</p> <p>Internet (not internet)</p>	<p>mother's milk (preferred over breast milk)</p> <p>mother(s) or mom(s)</p>	<p>non-human milk (not artificial baby milk)</p> <p>non-profit (not nonprofit)</p> <p>online</p>	<p>part-time</p> <p>postpartum (no hyphen)</p> <p>prenatal</p> <p>preterm</p>

R/S	T/U	V/W	X/Y/Z
	US (not U.S.)	vitamin D (no capital on “vitamin”) vs. website (not web site or Website) weight--1 lb 5 oz; 1 kg, 6 g well-being (noun)	Yahoo Yahoo Group

<b>Punctuation</b>	<b>Abbreviations</b>	<b>Bibliography</b> --APA 6th style for references only	<b>Capitalization</b>
<p>Serial comma</p> <p>When abbreviations are plural, do not use an apostrophe, i.e., BCs, not BC's</p> <p>Punctuation goes inside quotation marks.</p>	<p>am / pm (not A.M. / P.M.)</p> <p>Breastfeeding Resource and Information Department (BRAID)</p> <p>URL</p> <p>BfUSA and BC should only be used as abbreviations in internal documents. Otherwise, spell out Breastfeeding USA and Breastfeeding Counselor (or Breastfeeding USA Counselor) in full.</p>	<p>Agostoni, C., Decsi, T., Fewtrell, M., Goulet, O., Kolacek, S., Koletzko, B., et al. (2008). Complementary feeding: a commentary by the ESPGHAN Committee on Nutrition. <i>J Pediatr Gastroenterol Nutr</i>, 46(1), 99-110.</p>	

<p><b>Dates</b></p> <p>Use months by name, not number. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone or with a year alone. Examples: December 25 (Christmas) January 1992 was a cold day. Jan. 2 was the coldest day of 2010.</p> <p>When a phrase refers to a month, day, and year, set off the year with commas. Examples: Feb. 14, 2011, was the target date. She testified that it was Friday, Dec. 3, when the accident happened.</p> <p>In bulleted lists or charts, use these three-letter forms without a period: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec</p>	<p><b>Design</b></p> <p><i>Publicity/PR committee will decide this soon.</i></p>	<p><b>Lists</b></p> <p>comma before the conjunction</p>	
---	--	---	--

<p><b>Numbers</b></p> <p>Spell out numbers under ten only (unless figures i.e., 6% or beginning a sentence)</p> <p>Use comma in numbers over 1,000</p>	<p><b>Typography</b></p> <p><i>Publicity/PR committee will decide this soon.</i></p>	<p><b>URLs</b></p> <p>breastfeedingusa.org</p> <p>Not all web addresses use www. so use entire URL</p>	<p><b>Misc.</b></p> <p>Use “he or she” not “they”</p> <p>One space after sentences</p>
--	--	--	--