August 02, 2010

News Release

For Immediate Release

Celebrate World Breastfeeding Week

Information over the past years has helped people develop an understanding of the importance of breastfeeding for babies and families. August 1-7, 2010 will celebrate this act of health promotion during 2010 World Breastfeeding Week! Mothers need support from the community in making this important health decision—support from workplaces, health care providers, the community and other families. As mothers prepare for the act of breastfeeding, the community can play a vital role in promoting an environment of support and celebration for this life promoting event!

The Springfield-Greene County Health Department’s Women, Infants and Children (WIC) program joins the International Lactation Consultant Association to celebrate breastfeeding and to facilitate community involvement that will support and encourage breastfeeding. Breastfeeding can be encouraged and supported in many different ways throughout our community. Health care providers can praise women for breastfeeding and offer connections to resources if mothers have concerns. Many women are a part of the workplace and workplaces can be a strong support for mothers as they return to work while continuing breastfeeding. Workplaces can provide lactation rooms or private areas so that mothers can express milk while they are away from their babies. Families can encourage mothers to continue breastfeeding and express supportive comments to encourage a mother to continue this important act. Additionally, communities can take part by welcoming breastfeeding mothers in public places.

The Springfield-Greene County WIC office (440 East Tampa St., Springfield MO, 65806) will be celebrating breastfeeding and the commitment of mothers to make this decision with an event on August 6, 2010 from 1:00 – 3:00 pm. This event will be open to the public and will provide information about breastfeeding, an opportunity to view the lactation room at the WIC office. In addition to offering important information, there will be cupcakes and punch as well as an opportunity to register for door prizes. Additionally, throughout the month of August, the WIC office will be offering baby hats that remind healthcare workers of a mother’s decision to practice breastfeeding. These hats will be offered to pregnant moms in breastfeeding classes!

For more information about breastfeeding, visit www.ilca.org . For information about the Springfield-Greene County Health Department WIC program and breastfeeding support, visit www.springfieldmo.gov/health/WIClactation.html or call Julie Randolph at 417-851-1585.

For more information contact, Katie Towns-Jeter MPH, Public Information Administrator, 417-874-1205