June 11, 2010

News Release

For Immediate Release

WIC Partnership to Support Breastfeeding Programs

The Springfield-Greene County Health Department is proud to announce a new partnership with the State of Missouri Women, Infants and Children (WIC) Program. Julie Randolph, Senior Nutritionist and Lactation Consultant at the Springfield-Greene County Health Department WIC Program, will assume new responsibilities to provide technical assistance for other WIC agencies in the Southwest District. Randolph has been a certified Lactation Consultant through the International Board Certified Lactation Consultants (IBCLC) since 2004. An IBCLC specializes in breastfeeding management and care and work with mothers and families to promote and support breastfeeding.

The State of Missouri WIC program encouraged Randolph to serve in this newly created role in southwest Missouri in order to facilitate the development of breastfeeding programs within local WIC offices throughout the surrounding areas. In this new role, Randolph will provide training and support to WIC offices to facilitate the development of breastfeeding programs that include guidance for mothers and families, peer counseling and support as well as management of a breast pump loan program. Additionally, consultation for WIC programs throughout the area will provide agency staff with increased knowledge of breastfeeding and improve agency support of breastfeeding mothers that need advanced lactation management.

The State of Missouri has received additional funding from the USDA to promote and encourage breastfeeding after documented improvements in rates of breastfeeding initiation and duration. The implementation of this partnership will provide knowledge and support for rural agencies as well as offer a mentor for those agency staff interested in pursuing the path of IBCLC credentials.

WIC is a program that seeks to serve mothers through improving nutritional health of pregnant women, breastfeeding moms, infants and children with the goal of improving the overall health of families. Randolph states, “This new partnership will offer one more way that we can reach mothers and families with important information about breastfeeding and the health and well-being of their children and their families.”

Randolph will assume this role effective immediately. For more information about WIC or the Regional Breastfeeding Program you may contact Julie Randolph at 417-851-1585.

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