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News Release

*For Immediate Release*

## **Community Baby Shower Celebrates Breastfeeding Week**

The Springfield-Greene County Health Department's WIC program will participate in World Breastfeeding Week from August 1-7. WIC invites the community to celebrate World Breastfeeding Week at a Baby Shower Celebration on Thursday, August 4 from 2 pm- 4pm at the WIC facility, located in Jordan Valley Community Health Center at 440 E. Tampa St. The celebration will include door prizes, baby shower games, and refreshments.

World Breastfeeding Week is sponsored by the International Lactation Consultant Association (ILCA) to promote the benefits that mothers and babies receive from breastfeeding. According to the ILCA, breastfeeding provides babies with antibodies that can help prevent ear infections, diarrhea, allergies and many other health problems. Breastfeeding can also reduce the mother's risk for diabetes, heart disease, and breast cancer.

The theme for World Breastfeeding Week 2011 is "Breastfeeding Support: Stay Connected." This year's theme focuses on the variety of ways that new mothers can connect to lactation consultants and other breastfeeding mothers through technology, including text messaging, online forums and social networking sites.

WIC connects breastfeeding mothers with several forms of breastfeeding support including a peer counseling program and an after-hours phone number for breastfeeding WIC clients.

"We tell moms that it takes a village to raise a baby, let WIC and peer counselors be part of your village," Kelly Evans, senior breastfeeding peer counselor, said.

An invitation is extended to the public as well as the media to join with us as we celebrate the benefits of breastfeeding at the Baby Shower Celebration.

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