



FOR IMMEDIATE RELEASE  
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## **Two Campaigns Focus on Breastfeeding Awareness in August** *In Recognition of World Breastfeeding Week, Health Department to Host Walk*

BLOOMINGTON, IL- The month of August shines a spotlight on the benefits of breastfeeding and the challenges still to be overcome on the journey to greater acceptance and support of breastfeeding moms. August begins National Breast Feeding Awareness Month. This breastfeeding campaign, funded by the U.S. Department of Health and Human Services, hopes to empower women to commit to breastfeeding by highlighting new research showing that babies who are exclusively breastfed for six months are less likely to develop ear infections, diarrhea and respiratory illnesses, and may be less likely to develop childhood obesity.

The first week of August is also recognized as [World Breastfeeding Week](#) by the World Alliance for Breastfeeding Action (WABA) and is part of the Global Breastfeeding Initiative for Child Survival. This World Breastfeeding Week, WABA calls for concerted global action to support women to combine breastfeeding and work. The organization believes that whether a woman is working in the formal, non-formal, or home setting, it is necessary that she is empowered in claiming her and her baby's right to breastfeed.

To recognize these breastfeeding initiatives, the McLean County Health Department is hosting a Breastfeeding Awareness Walk.

**When:** Saturday, August 1<sup>st</sup>

**Where:** Downtown Bloomington

**Time:** Walk begins at 10 a.m.

**Registration:** Begins at 9:30 a.m. at the McLean County Health Department  
200 West Front Street, Bloomington

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Organized by staff from The Women, Infants, and Children Nutrition Education and Supplemental Food Program (WIC), mothers, fathers, families, and friends from the breastfeeding community are encouraged to join together for the ½ mile walk in support of breastfeeding mothers. There will be water on-site for walkers, a breastfeeding area for hungry babies, and a photo booth to capture all the fun. Once the walk is over, moms are encouraged to stop by WIC, to see if they are eligible for Farmer's Market checks.

Also, happening on Saturday, August 1<sup>st</sup>, is the awarding of the first *Breastfeeding Friendly Business* certificate from the WIC staff. The business receiving a certificate that day is Fox & Hounds Salon and Day Spa. The new *Breastfeeding Friendly Business* certificate program is modeled after a national program put together by the Department of Health and Human Services. A similar program is in place in Champaign.

For more information about the Breastfeeding Awareness Walk or the *Breastfeeding Friendly Business* program, call 309-888-5457. For information about National Breastfeeding Awareness Month, or World Breastfeeding Week, visit [www.usbreastfeeding.org/nbm](http://www.usbreastfeeding.org/nbm) and <http://worldbreastfeedingweek.org/>.

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