



NEWS



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FOR IMMEDIATE RELEASE
March 10, 2016

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McLean County Health Department Hosting 8th Annual Nutrition and Breastfeeding Fair

BLOOMINGTON – The staff of the McLean County Health Department’s Women, Infants, and Children (WIC) Nutrition Education and Supplemental Food Program invites pregnant women, new moms, and seasoned pros from McLean County to attend the 8th Annual Nutrition and Breastfeeding Fair. The free event will be held Thursday, March 17th from 1 p.m. until 3 p.m. in rooms 323 and 324 at the McLean County Health Department, 200 West Front Street in Bloomington.

Whether a woman is planning to breastfeed, currently breastfeeding, or would like advice about establishing a breastfeeding routine, there will be representatives from WIC and local community resources at the fair to provide breastfeeding advice, guidance, and support. Tammy Brooks, WIC supervisor, explains it this way: “People tend to think breastfeeding should happen naturally, but it’s not always that easy. Breastfeeding can be difficult at first as moms and babies learn together; but, that’s where WIC can help. The fair is great because you can talk with trained health workers, nutritionists, lactation consultants from multiple resources in the community, and get advice from nursing moms, all in one place at one time.”

This is the second year the fair is being held in March to align with National Nutrition Month instead of in August as part of the World Breastfeeding Week observance. The switch expanded the focus of the fair to include nutrition as well as breastfeeding, and provides attendees with more information about ways to improve the nutrition of pregnant women, breastfeeding mothers, infants, and children.

A healthy network of support for pregnant woman and moms includes the entire family – fathers, partners and children – and all are invited to attend the Nutrition and Breastfeeding Fair. A supervised children’s activity area will be available to entertain young children while parents explore the fair and door prizes will be given away. For more information about the Nutrition and Breastfeeding Fair or about WIC services, please call 309-888-5450.

WIC is a state-wide program that promotes breastfeeding; provides nutritious foods for health, growth and development; encourages regular health care; and, promotes food nutrition through education. Nutritious food packages and coupons are provided at no cost to pregnant, breastfeeding, and non-breastfeeding postpartum women, infants and children up to five who demonstrate a need as determined by WIC guidelines.

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