



NEWS



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CONTACT: Lisa Slater
(309) 888-5489 (office)
(309) 838-1599 (cell)

Two Campaigns Focus on Breastfeeding Awareness in August *In Recognition of World Breastfeeding Week, Health Department to Host 2nd Annual 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 women. August begins National Breast Feeding Awareness Month and the five-year anniversary of the Surgeon General's Call to Action to Support Breastfeeding. 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.

The McLean County Health Department joins professional health organizations and breastfeeding advocates worldwide every August to collaboratively raise awareness of the numerous benefits of breastfeeding; to strengthen individual, family, and community support for breastfeeding; to further strategies that protect optimal breastfeeding practices; and to encourage increased breastfeeding rates. Research show 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; but without proper support from their families, friends, communities, clinicians, health care leaders, and employers, women are more likely to give up on breastfeeding.

To recognize these breastfeeding initiatives, the McLean County Health Department's Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is hosting a Breastfeeding Awareness Walk.

When: Saturday, August 6th

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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New this year, breastfeeding moms will have the opportunity to participate in the Big Latch On, an annual worldwide event that hopes to break a world record for the most mother-child pairs breastfeeding at one time. Walkers will pause at 10:30 along the south side of the Museum of History so that nursing moms can participate in the Big Latch On event and water will be available for all walkers. After everyone has had a little something to eat or drink, the walk will continue back to the health department, with an estimated arrival time of 11:30 a.m.

For more information about the Breastfeeding Awareness Walk or the Big Latch On, please call 309-888-5457. For information about National Breastfeeding Awareness Month, or World Breastfeeding Week, visit:

www.usbreastfeeding.org/nbm and <http://worldbreastfeedingweek.org/>.

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