

# CHENANGO COUNTY HEALTH DEPARTMENT

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## PRESS RELEASE

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## World Breastfeeding Week August 1-7, 2017

**WORLD BREASTFEEDING WEEK IS CELEBRATED EVERY YEAR FROM AUGUST 1 TO 7 ALL OVER THE GLOBE TO ENCOURAGE BREASTFEEDING AND IMPROVE THE HEALTH OF BABIES AROUND THE WORLD.**

The theme of World Breastfeeding Week this year is “Sustaining Breastfeeding Together.” This theme is about working together for the common good, which produces sustainable results, greater than the sum of individual efforts. Collaborations and partnerships provide a platform to protect, promote and support breastfeeding and are a key to sustainable development. This year’s World Breastfeeding Week message calls on advocates, activists, and decision-makers to forge new and purposeful partnerships to promote, protect, and support breastfeeding.

Here are a few facts about breastfeeding that show the health impact it can have on the community:

- Breastmilk is the perfect nutrition and everything babies need for healthy growth and brain development, protecting them from life-threatening ailments such as respiratory infections, diarrhea, asthma and diabetes. Breastfeeding also significantly lowers the risk for Sudden Infant Death Syndrome (SIDS), ear infections and certain types of cancers.
- Breastmilk is a natural renewable food source that is environmentally safe and produced with no pollution, packaging or waste. It is estimated that more than 4000 L of water are needed to produce 1 kg of breastmilk substitute powder.
- Production of formula creates tons of garbage and waste products that fill our landfill sites and increase greenhouse gas emissions, accelerating global warming and pollution.
- No electricity is used to produce breastmilk and it requires no fuel to be transported.
- Exclusive Breastfeeding reduces hunger and poverty worldwide.
- Families worldwide spend an estimated \$54 billion dollars annually purchasing formula. Breastmilk is produced for free and is the exact perfect food for the newborn baby.

A professional group called *Breastfeeding Partners of Chenango County* is working together for the protection, promotion and support for breastfeeding in Chenango County. Some of the members include nurses, peer counselors, Certified Lactation Counselors, and many others from organizations such as The Chenango County Department of Health, UHS Chenango Memorial Women's Health Center, UHS Chenango Memorial Maternity Unit, Mothers and Babies Perinatal Network and Opportunities for Chenango Inc. WIC program. The hope of the partnership is to inform the community that breastfeeding is more than just food, and provides the best start for babies, and is an essential part of overall health that lasts a lifetime.

To celebrate World Breastfeeding Week, the following will be taking place in Chenango County to show support for breastfeeding:

- ✓ Come visit our tent at Music in the Park hosted by the *Breastfeeding Partnership of Chenango County* to show your support for Breastfeeding on Thursday August 3rd, 2017 from 7-9 PM at East Side Park in Norwich, NY. We will be sharing information about the benefits of breastfeeding, hosting a free raffle for prizes, giving free balloons to families and doing activities for children.
- ✓ Look for breastfeeding window signs in your local area businesses. If you are a Chenango County business that supports breastfeeding and would like a window cling to display at your door, please call the WIC office at 607-336-4324.
- ✓ Medical Providers are being encouraged to learn more about the importance of breastfeeding through an educational webinar held during World Breastfeeding Week. They were also given local resources to share with families, should a new mother need assistance with nursing from a Certified Lactation Counselor (CLC).
- ✓ The Baby Nook Lactation Room and Weigh Station was open in February of 2016. The Baby Nook is located in the County office building and is being used for lactation counseling sessions, for Prenatal Yoga sessions, for County employees who want to pump or nurse during work, and for those who wish to weigh their babies. For more information about the Baby Nook you may call Public Health at 607-337-1660.

Breastfeeding is the best and normal way to provide infants with the nutrients they need. One of the most highly effective preventive measures a mother can take to protect the health of herself and her infant is to breastfeed. As a community, we can promote, protect and support breastfeeding.

For more information about World Breastfeeding week go to:

[www.cdc.gov/breastfeeding/](http://www.cdc.gov/breastfeeding/)  
[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)  
[www.health.ny.gov/community/pregnancy/breastfeeding/](http://www.health.ny.gov/community/pregnancy/breastfeeding/)  
[www.ilca.org](http://www.ilca.org)  
[www.breastfeedingpartners.org](http://www.breastfeedingpartners.org)

Persons with questions or requiring additional information may contact the  
Chenango County Health Department at **(607) 337-1660**.

*Promoting and protecting health, safety, and the quality of life in Chenango County*