

CHENANGO COUNTY HEALTH DEPARTMENT

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PRESS RELEASE

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World Breastfeeding Week August 1-7, 2018

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 “Foundation of Life.” This theme is focused on preventing hunger and malnutrition. Breastfeeding ensures a no-cost way of providing food security for babies, even in time of crises, and contributes to poverty reduction. The 2018 goal is to educate people about the importance of preventing malnutrition, ensuring food security, and breaking the cycle of poverty. Breastfeeding is the foundation for improving these goals. We need to encourage individuals and organizations to help educate the community about the positive impact breastfeeding can have.

The Chenango County Public Health Director supports the Breastfeeding Foundation of Life’s Proclamation of World Breastfeeding Week (August 1-7, 2018). Exclusively breastfeeding infants for the first six months after birth with continued breastfeeding for at least twelve months ensures that both mothers and infants receive the maximum health benefits. Breast milk is physiologically tailored to meet the specific needs of infants’ maturing digestive systems, which ensures proper growth and development, and prevents a variety of acute and chronic diseases.

The *Breastfeeding Partners of Chenango County* are working together for the protection, promotion and support for breastfeeding in Chenango County. 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 Partnership will be doing the following activities in Chenango County to show support for breastfeeding:

- ✓ Celebrate World Breastfeeding Week by stopping by our TENT at Chenango Blues Fest Music in the Park hosted by WIC and the *Breastfeeding Partnership of Chenango County* on Thursday August 2nd, 2018 from 7-9 PM at East Side Park in Norwich, NY. We will be sharing information about the benefits of breastfeeding, giving away door prizes and balloons, face painting activities, corn hole and more.
- ✓ “The BIG Latch On” will be taking place on Friday August 3rd at 10 am at the Guernsey Library Park. This is a global activity taking place around the world. Join in to show your support for breastfeeding moms everywhere.
- ✓ There will be a *Mom’s Breastfeeding Support Group* meeting at 11 am after The BIG Latch On at the Guernsey Library. Children are welcome and refreshments served.
- ✓ Medical Providers are being encouraged to learn more about the importance of breastfeeding through an educational webinar held during World Breastfeeding Week. They will also be given local resources to share with families, should a new mother need assistance or support with nursing from a Certified Lactation Counselor (CLC).
- ✓ Listen for our new radio ad to advertise The Baby Nook Lactation Room and Weigh Station. 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 parents who wish to weigh their babies. The radio ad will be run during the month of August. For more information about the Baby Nook you may call Public Health at 607-337-1660.
- ✓ There will be several displays of Breastfeeding information available. They will be at the Guernsey Library, the Chenango County office building lobby, the corner Kiosk in the park, and the WIC office waiting room.

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/
www.worldbreastfeedingweek.org
www.health.ny.gov/community/pregnancy/breastfeeding/
www.breastfeedingpartners.org
www.ilca.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