

# CHENANGO COUNTY HEALTH DEPARTMENT

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## HEALTH EDUCATION DIVISION

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## PRESS RELEASE

**Date:**

**Release Date: August 1, 2019**

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*Breastfeeding Partners of Chenango County gear up for World Breastfeeding Week August 1-7, 2019*

**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 “**Empower Parents, Enable Breastfeeding.**” This theme was chosen to be inclusive of all types of parents and families. Breastfeeding success is a team effort and it is very important to include both parents in the part they play toward breastfeeding success. We all have a role in encouraging the members of the family to support breastfeeding goals. Mother’s breastfeeding success rates improve when fathers, partners, families, workplaces and communities support her breastfeeding.

Exclusively breastfeeding infant 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. Breast milk contains antibodies that help your baby fight off viruses and bacteria, and prevents a variety of acute and chronic diseases.

The *Breastfeeding Partners of Chenango County* Coalition is working together for the protection, promotion and support for breastfeeding in Chenango County. The goal 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 1st, 2019 from 7-9 PM at East Side Park in Norwich, NY. We will be sharing information about the benefits of breastfeeding, giving away a variety of door prizes donated by local businesses, balloons, face painting activities, corn hole and more.
- ✓ "The BIG Latch" will be taking place on Saturday August 3<sup>rd</sup> 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 10 am on August 2<sup>nd</sup> 2019 at the Guernsey Library and on the first Friday of every month.
- ✓ Medical Providers are being encouraged to learn more about the importance of breastfeeding through an educational webinar held during World Breastfeeding Week. We will also be giving out local resources that providers can share with families, should a new mother need assistance or support with nursing from a Certified Lactation Counselor (CLC).
- ✓ We are taking nominations for an award to be given to an employer or business in Chenango that is breastfeeding supportive. If your employer provides a private space for nursing moms, is flexible with breaks for mothers to pump, or demonstrates understanding of mothers that choose to nurse in public feel free to nominate them. 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.
- ✓ WIC will be offering breastfeeding window clings to area businesses to display. For those that are interested in showing support with a window cling you may call WIC at 607-336-4324.

Breastfeeding is the best and optimal 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.breastfeedingpartners.org](http://www.breastfeedingpartners.org)  
[www.ilca.org](http://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*