

2006 Sample Press Release For Use by Local WIC Agencies

August is World Breastfeeding Month

(Name of local agency or clinic site) will celebrate World Breastfeeding Month on August (date) with (event or activities) at (address). The (event or activities) will be from (time) to (time).

The World Breastfeeding Month 2006, theme, *It's Perfectly Natural*, focuses on increasing public support and acceptance of breastfeeding as the infant feeding norm. The theme is being used in Texas Women, Infants, and Children (WIC) nutrition clinics to educate clients and the community about the positive impact breastfeeding has on child health.

According to Tracy Erickson, Breastfeeding Coordinator at the Texas Department of State Health Services, "A mother's decision about whether to breastfeed and when to quit breastfeeding is strongly influenced by the people she comes into contact with. Support from family and friends, employers, healthcare providers and breastfeeding peer counselors have been shown to increase breastfeeding initiation and duration rates."

Breastfed infants have fewer ear infections, incidences of diarrhea, and upper respiratory diseases. Research indicates that breastfed infants also have a decreased risk of several chronic diseases later in life including obesity, diabetes and asthma. Breastfeeding also promotes optimal cognitive development for the child, and mothers who breastfeed experience many positive physical effects including a decreased risk of breast and ovarian cancer and osteoporosis.

Encouraging mothers to breastfeed their infants and encouraging the community to support breastfeeding are important steps in health promotion in Texas. The benefits for the state include not only healthier Texans, but also a significant reduction in health care costs now and in the future.

For more information about World Breastfeeding Month, visit the following websites:

World Alliance for Breastfeeding Action World Breastfeeding Month webpage:

<http://www.waba.org.my/wbw/index.html>

Texas Department of State Health Services World Breastfeeding Month webpage:

<http://www.dshs.state.tx.us/wichd/bf/wbm.shtm>

La Leche League International World Breastfeeding Month webpage:

<http://www.lllusa.org/lllusa/wbw.html>

For the breastfeeding policy statements from the American Academy of Pediatrics:

<http://aappolicy.aappublications.org/cgi/content/abstract/pediatrics;115/2/496>

For the breastfeeding policy statement form the American Academy of Family Physicians:

<http://www.aafp.org/x6633.xml>