

# **2007 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 2007 theme, *Loving Support Makes Breastfeeding Work*, focuses on increasing public support and acceptance of breastfeeding as the infant feeding norm.

Tracy Erickson, Texas WIC Breastfeeding Coordinator, said, “The key is to involve the entire community in supporting breastfeeding moms—in the hospital, home, workplace, and out in public. 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.”

She added that most major health organizations agree that breast milk is the best food for babies. Even with all the evidence, there are still moms that do not even try to breastfeed or that stop breastfeeding because of some issue that could have easily been helped or even prevented with better support from family, friends, healthcare providers, and the community.

“Much has been learned about effective interventions,” Janet Rourke, head of the Central Texas Healthy Mothers/Healthy Babies Breastfeeding Coalition explained. “It is clear that mothers need support to initiate and sustain optimal feeding practices—especially breastfeeding—within the family, community, workplace and health system. However, it is not enough to help a mother initiate breastfeeding only. She needs an environment that can help sustain breastfeeding with access to skilled support when she needs it.”

Ms. Erickson reiterated that 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.llusa.org/llusa/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>