

FOR IMMEDIATE RELEASE

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BREASTFEEDING BENEFITS MOM, BABY, AND SOCIETY

World Breastfeeding Week August 1st-7th

Eau Claire, WI, August 1st, 2016 – The Eau Claire City-County Health Department joins the World Alliance for Breastfeeding Action (WABA) in celebrating World Breastfeeding Week. The week focuses on how breastfeeding benefits the community and society.

Benefits of breastfeeding are listed below.

- Helps keep baby from getting sick.
- Provides ideal nutrition to baby.
- Saves money – it is the lowest-cost way to feed a child.
- Good for the environment – creates less waste.



The World Health Organization recommends women give their babies only breastmilk for the first 6 months and continue to breastfeed until 2 years of age and beyond. In Wisconsin, only 1 in 5 babies are fed breastmilk for their first 6 months of life.

“We strongly support breastfeeding because of its benefits,” says Alexis Tuma, Public Health Nutritionist at the Eau-Claire City-County Health Department.

Do you know someone who needs breastfeeding support? The Eau Claire Women, Infants & Children (WIC) program provides this support.

WIC supports breastfeeding by providing:

- Breastfeeding help and education.
- A larger food package for breastfeeding moms.
- WIC benefits to breastfeeding moms.

To learn more about how the Eau Claire City-County Health Department’s WIC program supports mothers in breastfeeding visit: <http://www.ci.eau-claire.wi.us/departments/health-department/wic/breastfeeding-promotion-and-support>

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