

AUGUST IS BREASTFEEDING MONTH BREASTFEEDING IS THE FONDATION OF LIFE

Breastfeeding is the foundation of lifelong good health for babies and mothers. Breastfeeding is a low-cost way of feeding babies and contributes to poverty reduction. Breastfeeding prevents hunger and malnutrition in all its forms, and ensures food security for babies, even in times of crises.

August is Breastfeeding Awareness Month in Michigan. In order to promote early breastfeeding success and breastfeeding outcomes, the Michigan Breastfeeding Network has announced a statewide initiative to provide continuity of care for mothers and babies. Supporters of this effort include hospitals, Women, Infants and Children (WIC) agencies, community stakeholders, coalitions, physicians, the Michigan Department of Health and Human Services and District Health Department # 10 (DHD#10). According to Anne Bianchi, MS RD, WIC Director at DHD#10, and Janelle McGinnis, International Board-Certified Lactation Consultant for the DHD#10's WIC Program, this collaboration could lead to higher breastfeeding initiation and duration rates, healthier babies, and closer families.

In his Breastfeeding Awareness Month Proclamation, Governor Snyder stated that Michigan is committed to reducing infant mortality and increasing the health of mothers and babies. Sustained breastfeeding support, education, and consistent, accurate information will help to meet these goals.

One of DHD#10's local WIC moms says she celebrated one full year of breastfeeding! "WIC has been such an essential tool for us on our breastfeeding journey! Without the support, information, and assistance with breastfeeding supplies I don't know how we would have made it this far! The positive reinforcement alone that we have gotten from the WIC office has been essential to this process and I couldn't be more appreciative of their team!!!"

A variety of events have been planned for our 10-county region. Activities ranging from family picnics to Rock and Rest Stations to photo shoots on the lakeshore, as well as displays in our local libraries, featuring WIC participants testimonials. Check out the beautiful banners displayed outside the Health Department.

For more information on activities and the WIC program, check out our website: www.dhd10.org, and our Facebook page: www.facebook.com/WICBreastfeedingDHD10

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