

FOR IMMEDIATE RELEASE

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Only 1 in 5 babies are fed breastmilk their first 6 months of life.

World Breastfeeding Week is August 1st-7th

Eau Claire, WI, July 24th, 2017 – The Eau Claire City-County Health Department joins the Northwestern Wisconsin Breastfeeding Network (NWBN) and Chippewa County Public Health in celebrating World Breastfeeding Week. The theme this year is working together to help protect, promote, and support breastfeeding.

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.

Giving a baby breastmilk benefits everyone. Breastmilk helps reduce a baby's risk for illness and disease. Breastfeeding is the most affordable way to feed a child. It creates less waste and makes for a cleaner environment. Breastfeeding improves the health of infants, mothers, families and communities. "Mothers who receive support in hospitals from healthcare providers, in the community, at work, and from family, friends, and peers are more likely to breastfeed," says Alexis Tuma, Public Health Nutritionist at the Eau Claire City-County Health Department.



Do you want to support breastfeeding? Wear green and join NWBN to help support breastfeeding in our community with The 2nd Annual Walk to Support Breastfeeding.

Where: Irvine Park – Chippewa Falls, Hollow Shelter

When: Tuesday, August 1st 6:00 pm

**Water and a light snack will be provided.*

For questions about breastfeeding or how to support breastfeeding contact the Eau Claire City-County Health Department WIC Program at 715-839-5051 or visit: <http://www.ci.eau-claire.wi.us/departments/health-department/wic/breastfeeding-promotion-and-support>

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