

**FOR IMMEDIATE RELEASE**

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**Supporting parents to meet breastfeeding goals**

*World Breastfeeding Week is August 1<sup>st</sup> – 7<sup>th</sup>*

**Eau Claire, WI, August 1<sup>st</sup>, 2019** – Breastfeeding gives children the healthiest start in life. However, it can be a struggle for many families. In Wisconsin, around 1 in 4 babies is fed only breastmilk for the first 6 months of life. The World Health Organization (WHO) recommends a baby receives only breastmilk for the first six months of life and continues to breastfeed until at least two years of age.

Mothers who receive support from healthcare providers, the community, at work, and from family, friends, and peers are more likely to breastfeed. Community-wide support for breastfeeding helps families and can improve breastfeeding rates.

**The Eau Claire City-County Health Department provides support to help families meet their breastfeeding goals.**

**Breastfeeding support includes:**

- Breastfeeding Classes
- Breastfeeding Peer Counselor
- Staff trained in breastfeeding support
- Women, Infants, and Children Program (WIC)
- Public Health Nurse Visits



“As a breastfeeding mom, I know breastfeeding can be hard” says Ellen Jacobs, Public Health Nurse. “By offering support to parents we can help families succeed.”

For questions about breastfeeding or breastfeeding support contact The Eau Claire City-County Health Department WIC Program at 715-839-5051 or visit [parenting.ehealthdepartment.org](http://parenting.ehealthdepartment.org)

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