



NEWS RELEASE

Department of Public Health

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Public Health to kick off BONUS breastfeeding support program

San Bernardino County Department of Public Health, in conjunction with 211, is hosting a kick-off event to introduce: **Baby's Optimal Nutrition with Ultimate Support (BONUS)**, the new San Bernardino Countywide breastfeeding support program to the community. The event will be on Wednesday, Jan. 13, from 9 a.m. to 2:30 p.m., at the Archdiocese of San Bernardino, 1201 E. Highland Avenue in San Bernardino.

The breastfeeding kick-off rally will be targeted towards professionals, such as doctors, nurses, hospital/clinic staff, IBCLCs, lactation consultants, health educators, breastfeeding organizations, and workplace/wellness representatives.

The BONUS Program, funded through First 5, will officially begin in January 2016 to help all breastfeeding moms, regardless of income. The main goal of the program is to increase the number and length of exclusive breastfeeding babies in San Bernardino County, by providing a 24-hour breastfeeding support line via 211 for all residents; the second goal is to work with medical providers, hospital/clinic staff, nurses, prenatal organizations, and workplace/wellness representatives to provide support, accommodation, and encourage exclusive breastfeeding for at least 6 months or longer upon release from hospital and access to the BONUS 211 helpline. This 24/7 support line will reassure mothers on their breastfeeding skills, experience, and increase their confidence to continue breastfeeding.

In addition, the public health benefits of breastfeeding are numerous:

- **Breastfeeding protects babies from infections and illnesses that include diarrhea, ear infections and pneumonia**
- **Breastfed babies are less likely to develop asthma**
- **Children who are breastfed for six months are less likely to become obese**
- **Breastfeeding also reduces the risk of sudden infant death syndrome (SIDS)**
- **Mothers who breastfeed have a decreased risk of breast and ovarian cancers**

We encourage San Bernardino County breastfeeding/childbirth providers, nurses, and workplace/wellness organizations to join us at the BONUS Kick-Off event, and support the [Countywide Vision](#) of improving and promoting wellness.

It is important to provide active and continued support as a family member, friend, employer, policymaker, community and health care organization to encourage and support breastfeeding mothers and babies during this key time in their lives.

For more information about the BONUS Kick-Off event, please contact the program staff, Monday-Friday, 8 to 5 p.m. at 909-388-5676.

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