



NEWS RELEASE

Public Health

CONTACT:

Lana Culp
Public Health Information Officer
(909) 387-9147
Lana.Culp@dph.sbcounty.gov

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Activities planned in celebration of National Breastfeeding Month



The County of San Bernardino Department of Public Health's (DPH) Women, Infants and Children (WIC) program will be celebrating National Breastfeeding Month throughout the month of August. Several breastfeeding promotional activities will be taking place in the community such as milk bank drives and acknowledgment of breastfeeding mothers throughout the county.

This year's theme for National Breastfeeding Month is *Empower Parents, Enable Breastfeeding*. The theme was chosen to be inclusive of all types of parents in today's world. When families receive adequate information, resources and technical breastfeeding support, they are able to meet their breastfeeding goals and overcome challenges.

Breastfeeding women are more likely to breastfeed for longer periods of time with the support of fathers, partners, families, communities and even workplaces. Raising awareness during the month of August is one way WIC shows support in breastfeeding.

"WIC staff are trained and skilled to prepare pregnant moms and support new moms with breastfeeding their babies," said Heather Wellons-Blum, Program Manager for San Bernardino County DPH WIC. "WIC is an excellent resource to turn to for questions, information and, most importantly, support."

Breastfeeding is a key element to human well-being from the start of life. Major medical organizations recommend breastfeeding exclusively for six months and continued breastfeeding for at least the first year of a child's life. Breastfeeding protects infants and mothers from a host of conditions and diseases. The longer a mother decides to breastfeed, the more benefits she and her baby receives.

WIC promotes and provides breastfeeding support, which aims to remove obstacles that parents might encounter when attempting to breastfeed, which further supports the Countywide Vision of improving health and promoting wellness in the community.

For more information on WIC and their breastfeeding activities, please call 909-252-5170 or visit the WIC website at cms.sbcounty.gov/wic/home.aspx.