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MEDIA RELEASE

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Breastfeeding: A Winning Goal for Life!

World Breastfeeding Week will be celebrated worldwide 1-7 August 2014. Infant feeding is one of the most important decisions a family can make. Research shows that babies who receive only breastmilk for the first six months of life are healthier. Mothers benefit from breastfeeding with a decreased risk for breast and ovarian cancers.

To reach breastfeeding goals, mothers need a team of helpers and healthcare professionals to support them. During the month of August, Goodhue Wabasha Pierce County Breastfeeding Coalition will display breastfeeding resources in libraries throughout the county. At the Pierce County Fair, the coalition will have a "Rock and Rest Station" in the First Aid Building next to the Seyforth Building. It will offer a place for breastfeeding mothers and their children to feed with privacy, change diaper, and quiet to regroup!

With support, moms receive a boost of confidence! River Falls Baby Cafe is a free, drop in center for pregnant and breastfeeding moms offering support in a comfortable setting. The Baby Café is available on Tuesdays from 10:00 a.m.-12:00 p.m at the United Methodist Church in River Falls. For more information, go to www.thebabycafe.org. La Leche League of Red Wing is another organization that helps mothers and babies enjoy the special bond of breastfeeding. To find out about upcoming meetings, go to www.la lecheleague.org.

So how does WIC support and encourage the breastfeeding mom? During pregnancy, moms receive breastfeeding education. WIC provides nutritious foods during pregnancy and after the birth of her child. Pierce County WIC also has a Peer Breastfeeding Program. Peers are 'moms helping moms'. They have personal experience with breastfeeding and receive training to support other moms during pregnancy and after delivery.

When mothers are able to reach their breastfeeding goals, they contribute to a healthier Pierce County!

Our mission is to assure the health of the public, prevent disease and injury, promote health behaviors, and protect against environmental hazards.