

MEDIA RELEASE

Date: July 29, 2016
Release Date: August 3, 2016 **End Date:** August 18, 2016
Contact Person: Dawn Scharer
WIC Supervisor
Phone: (810) 237-4607
Re: Breastfeeding Awareness Month

Flint, MI – Genesee County Health Department’s Women Infants & Children (WIC) program will celebrate special events that focus on the importance of breastfeeding at its Burton WIC clinic. Activities will kick off on August 3 which is the start of World Breastfeeding Week (WBW). On August 3, WIC breastfeeding moms are invited to a “Breastfeeding Shower” from 12-2 pm. On August 5 all are welcome to the “Breastfeeding Expo” from 10 am to 3 pm at the Burton clinic. The Expo will include vendors, snacks, giveaways, and goodie bags.

World Breastfeeding Week brings awareness to the importance of breastfeeding to infant and family health. “Breast milk provides the ideal balance of nutrients for infant growth. Genesee County Health Department’s WIC program assists approximately 1,621 breastfeeding mothers in Genesee County who take the initiative to breastfeed their children,” stated Brooke Burgess, Genesee County Health Department, Breastfeeding Coordinator. Genesee County Health Department’s WIC program supports these breastfeeding mothers by offering monthly breastfeeding support groups, weekly training programs for new mothers, and supporting local businesses in their efforts to encourage breastfeeding at the workplace.

“There are many ways that our community can support mothers and infants that breastfeed,” stated Brooke Burgess. Genesee County Health Department and the Michigan Breastfeeding Friendly Workplaces project is just one of many ways we can support breastfeeding in the Genesee County community. As part of the “Breastfeeding Friendly Workplaces” project, the Michigan Breastfeeding Network is awarding employers who provide support for employees to breastfeed and/or pump their breastmilk. Employers will be asked to apply for a Bronze, Silver, or Gold award based on criteria set by the Michigan Breastfeeding Network. Genesee County businesses will

receive information inviting them to participate and be recognized for their breastfeeding support efforts. Please see www.mibreastfeeding.org/workplace for more information.

Genesee County Health Department's Burton WIC clinic is located at G-3373 S. Saginaw Street, Burton. For more information on the Breastfeeding Shower and Breastfeeding Expo, contact Genesee County Health Department, WIC Supervisor, Dawn Scharer at 810-237-4607.

Genesee County Health Department, Your Health. Our Work.

###