

DRAFT: Sample Press Release: 2011 World Breastfeeding Month

It makes your kids healthier and smarter. It boosts babies' immune systems, guards them against childhood obesity and diabetes and may even protect infants from leukemia and asthma. It reduces women's chance of breast cancer and burns as much as 600 calories a day. It's free and available day and night.

Pediatricians, healthcare experts and millions of mothers all swear by it: breastfeeding makes babies and their moms stronger and healthier.

August is World Breastfeeding Month. The Texas Department of State Health Services celebrates World Breastfeeding Month each year to encourage more women to breastfeed their babies exclusively until they are six months old and then supplement breastmilk with solid foods until the baby's first birthday or longer.

Currently, about 75% of women in Texas initiate breastfeeding but only 11% are exclusively breastfeeding at six months. According to a 2009 survey, only 48% of moms enrolled in the Supplemental Nutrition Program for Women, Infants and Children said they were able to breastfeed for as long as they wanted. When it comes to breastfeeding, every ounce counts towards the health of mom and baby. That is why this year's World Breastfeeding Month theme is Every Ounce Counts: Helping Moms Achieve their Breastfeeding Goals.

Moms are faced with new challenges as their breastfed infants grow. Often times, it is the compassion provided by family, friends, health care providers, and communities that supports a lasting duration of the breastfeeding relationship. Helping breastfeeding moms overcome different challenges will help improve breastfeeding duration rates in our state. Texas is committed to increasing public support and acceptance of breastfeeding as the infant feeding norm. Help your community support breastfeeding moms – in the hospital, home, workplace, and in public.

Join (name of local agency or clinic site) celebration of World Breastfeeding Month on August (date) with (event or activities) at (address). The (event or activities) will be from (time) to (time), is open to the entire community, and will include activities to teach expectant women, moms and family members how to help moms achieve their breastfeeding goals.

“Our WIC clinics are a tremendous learning opportunity for the community,” says [insert local spokesperson]. “Moms, expectant mothers and family members will learn things like how to overcome common concerns about breastfeeding, how to position and feed the baby, how to establish a good milk supply, what to expect in the hospital, how to store and stockpile breastmilk to prepare for returning to work or school, and how to discreetly breastfeed in public. Information like this can be the difference in whether or not a mother starts and continues to breastfeed.”

For more information about World Breastfeeding Month, visit

<http://www.dshs.state.tx.us/wichd/bf/wbm.shtm>

<http://www.waba.org.my/>

<http://www.llusa.org/wbw/>

For more information on breastfeeding visit www.breastmilkcounts.com

For breastfeeding position statements visit:

<http://www.dshs.state.tx.us/wichd/lactate/position.shtm>

<http://aappolicy.aappublications.org/cgi/content/abstract/pediatrics;115/2/496>

<http://www.aafp.org/x6633.xml>