Press Advisory

2017 National Breastfeeding Month: Celebrating Breastfeeding in Your Community.

During August’s National Breastfeeding Month celebration, Texas WIC is calling on our communities to remove barriers to breastfeeding. We encourage partners to adopt the theme **Breastfeeding: Strength Through Support**, and work together to support breastfeeding mothers.

More Texas hospitals are recognizing the value of breastfeeding. In 2017, Texas added six new Texas Ten Step Hospitals (TTSH), bringing the total number of TTSH in Texas to 132.

The Ten Step Program is a bundle of evidence-based practices proven to increase breastfeeding exclusivity and duration as well as reduce racial and ethnic disparities.

**Breastfeeding:**
- Is the best source of nutrition and immunologic protection for babies.
- Is proven to boost baby’s immune system, guard against childhood obesity and diabetes and provide protection that lasts a lifetime.
- Reduces a woman’s chance of breast cancer and burns as much as 600 calories a day.
- Could save an estimated $13 billion per year in medical care costs if 90% of families breastfed their infants exclusively for six months.

Despite the benefits, too many mothers face barriers in their communities and workplaces. They also lack the support they need to breastfeed to recommended health care guidelines. Every now and then we still hear stories of mothers being ridiculed, even kicked out of businesses for breastfeeding. The CDC reports that although 82% of Texas babies start out breastfeeding, only 21% are exclusively breastfed at six months of age.

Please join the [name of local agency or clinic site] in celebration of National Breastfeeding Month on August [date] with [event or activities] at [address]. The [event or activities] will be from [time to time], and is open to the entire community. It will include activities to teach expectant women, moms, family members and the community the importance of breastfeeding, as well as provide information on how to better support breastfeeding.
Contact: [Name, title, email address, phone number]

For Additional Information, visit:

Surgeon General’s Call to Action
Breastmilk - Every Ounce Counts
Texas Ten Step program
For TX DSHS Position Statement on Infant Feeding visit:
Texas DSHS Position Statement on Infant Feeding