2018 National Breastfeeding Month Press Advisory

Breastfeeding: A Smart Investment For Children And Nation’s Development

August marks National Breastfeeding Awareness month. This year, Texas WIC is calling on all our partners and communities to adopt the theme Breastfeeding: Foundation of Life, and work together to support exclusive breastfeeding across all cultures.

Despite the benefits, only 40 percent of the world’s infants are exclusively breastfed during the critical first six months of life. This lack of investment in breastfeeding results in an estimated 236,000 child deaths per year and $119 billion in economic losses.

Research estimates that if 90 percent of US families breastfed exclusively for six months, the United States would save $13 billion per year, and nearly 1,000 deaths among infants could be prevented.

Breastfeeding is one of the best investments nations can make in the lives and futures of their young generation, and in the long-term strength of their societies.

Breastfeeding:
- Is cost-effective
- Saves babies’ lives.
- Provides children with a much healthier start to life.
- Increases a child’s educational attainment, and as adults, greater productivity and higher earnings.
- Reduces risk of diseases such as diabetes and obesity later in life.
- Reduces moms’ risk of breast and ovarian cancer.

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