

Draft: Sample Press Release

2013 National Breastfeeding Month

[City], [State], [Date] – Each year, the Texas Department of State Health Services celebrates National Breastfeeding Month in August to encourage more women to exclusively breastfeed their babies.

It is no secret that *Breastfeeding is a winning goal for life*, which is the 2014 World Alliance for Breastfeeding Action (WABA) theme. For babies, breastfeeding boosts their immune systems, guards against childhood obesity and diabetes and provides protection that lasts a lifetime. It reduces a woman's chance of breast cancer and burns as much as 600 calories a day. It's free; it's sustainable; and research indicates a potential cost savings of approximately \$13 billion per year in medical care costs if 90% of families breastfed their infants exclusively for six months.

Exclusive breastfeeding is supported by every major health authority and is included as a key strategy to improve health outcomes and reduce racial/ethnic disparities in many national calls to action, such as the 2011 Surgeon General's Call to Action to Support Breastfeeding.

"Our local WIC clinics are more than what meets the eye. There is a wealth of breastfeeding knowledge, experience, and support that is generated at these facilities and the public is encouraged to utilize WIC as a resource," says [insert local spokesperson]. "The National Breastfeeding Month event(s) allow a unique opportunity for the community to make local, state, and national connections that help illustrate the importance of breastfeeding for moms, babies, families, communities, employers and the environment. Breastfeeding is a winning goal for life and it is essential that resources work together to answer the call to action and support breastfeeding every way we can. Although WIC is highlighting breastfeeding this August, please help spread the word that WIC is always available as a breastfeeding advocate and resource for our families as well as our entire community."

Please join the [name of local agency or clinic site] 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 why breastfeeding is important and why it is a winning goal for life.

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>