



Mary Ann Lee
Managing Director

830 Scenic Drive, P.O. Box 3271, Modesto, CA 95353
Fax: (209) 558-8320
www.hsahealth.org

MEDIA ADVISORY

NUMBER: 09-14 DATE: August 3, 2009
FOR RELEASE: IMMEDIATE CONTACT: Phoebe Leung
PHONE: (209) 558-7116

Breastfeeding - A Vital Emergency Response
WIC Program Breastfeeding Celebration
World Breastfeeding Week August 1-7

What: Breastfeeding is a life saving intervention and protection for young infants during emergencies. Increasing breastfeeding rates is a key strategy to help strengthen mothers' capacity to cope in emergency and non-emergency settings. In addition, babies who are breastfed have lesser risk of ear infections, pneumonia, Sudden Infant Death Syndrome (SIDS), obesity, diabetes, asthma and allergies.

This year's World Breastfeeding Week theme of "Breastfeeding - A Vital Emergency Response" will be featured at the 10th annual celebration at the Stanislaus County Health Services Agency, Women Infants and Children (WIC) Program. The Program has invited WIC participant moms who have been exclusively breastfeeding for over 3 months to participate in this event. These moms will be honored for providing the best nutrition for their infants and children, and being prepared for any emergency that can arise.

Who: Sponsoring and participating agencies include: Stanislaus County Health Services Agency – the WIC Program, the Keep Baby Safe Program, and the Emergency Preparedness Program, Health Net, and Anthem Blue Cross.

When: Friday, August 7, 2009
2:00 p.m. - 3:00 p.m.

Where: 251 E. Hackett Rd, Modesto, CA
Large Training Room

Visuals: Approximately 150 moms, infants and other family members are invited. There will be displays of informational booths on healthcare and emergency preparedness, which will include the local fire department; breast pump demonstrations; and healthy food demonstrations. In addition, there will be story time for children.

Media Contact: *Not for Publish*
Spokesperson, Rocio Huerta-Camara, Stanislaus County HSA WIC Program Coordinator, and Certified Lactation Consultant, will be available for interviews between 3:00 p.m. - 4:00 p.m.

###