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MEDIA ADVISORY

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DATE: Monday, August 2, 2010
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**Stanislaus County WIC Program Conducts Health Fair to Promote Breastfeeding
August 4, 2010
The Ten Steps to Successful Breastfeeding**

What: The reasons to breastfeed for the health of both infants and their mothers are well-documented in research. Despite these research findings, many women worldwide do not meet these goals for breastfeeding exclusively. Getting a good start in the hospital or birthing facility has been shown to affect breastfeeding outcomes throughout the first year of the infant’s life.

This year, World Breastfeeding Week is August 1-7, with the theme of “*The Ten Steps to Successful Breastfeeding*”, which is established by the World Health Organization and United Nations Children’s Fund as part of the global Baby-Friendly Hospital Initiative. This is a great opportunity for WIC, public health organizations, private clinics, employers and others in the community to increase awareness as well as assess steps to establish breastfeeding-friendly practices.

The Stanislaus County Health Services Agency WIC Program has invited over 300 WIC participants, who are either breastfeeding or pregnant, as well as community partners, to attend a health fair event on August 4th, 2010. The goal of this event is to bring the community together to promote breastfeeding. The breastfeeding moms will be able to get support, encouragement, and information they need to continue to be successful. The prenatal women will be able to get information so that they are able to make an informed feeding decision.

Booths will be set up to provide information and fun activities, such as tasting WIC food recipes, moms getting their pictures taken with their babies, and pumps and breastfeeding equipment on display to help those mothers who are returning to work. There will also be an International Board Certified Lactation Consultant (IBCLC) available as well as many Lactation Educators for questions.

When: Wednesday August 4th, 2010
9:30 AM – 12:30 PM

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Where: 251 E. Hackett Rd., Modesto, CA
In front of the Family Services Entrance of the Community Services Agency

Visuals: An estimated 300 WIC participants, as well as health care workers and community partners will be present. Informational booths will provide information on breast self exams, nutrition, breastfeeding and returning to work, pumping, health insurance, prenatal breastfeeding classes, WIC food recipe tasting, and other health care services and resources.

Spokesperson: Event spokesperson, Elaine Emery, will be available for interviews. Interviews with
(not for publish) event participants are also available through the HSA Public Information Office at 558-7116.

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