



CLAY COUNTY

PUBLIC HEALTH CENTER



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FOR IMMEDIATE RELEASE

Clay County Public Health Center to Celebrate World Breastfeeding Week and Missouri Breastfeeding Month in August

LIBERTY, Mo. – July 17, 2017 – World Breastfeeding Week is celebrated every year in over 120 countries around the world during the first week of August. Many local celebrations will be happening across the state of Missouri during this week and the whole month of August. Look for local breastfeeding events in your area sponsored by public health centers, hospitals or La Leche League.

On August 3, 2017, Clay County Public Health Center WIC Program will be hosting their 4th Annual World Breastfeeding Week Celebration. The celebration will be held at the Clay County Public Health Center located at 800 Haines Drive, Liberty, Missouri, and will be from 1- 3 p.m. All area families are invited to attend to help celebrate and promote the health benefits of breastfeeding families. The goal is to draw attention to the fact that breastfeeding provides numerous benefits to mothers, infants and our environment. The agenda for the event includes speakers from the community on topics, such as health insurance, car seat safety, breastfeeding resources and dental health. Working together with community partners, the event will have raffle prizes, food and local healthcare participants.

Breast feeding has been emphasized by the World Health Organization and the American Academy of Pediatrics for promoting healthy living for both the mother and the baby. It is highly recommended by these organizations that mothers should breastfeed their child for the first six months of life, and then supplemented breastfeeding can be given for one, two or more years.

World Breastfeeding Week 2017 continues to work toward meeting the sustainable development goals, which cover a range of issues on ecology, economy and equity. Breastfeeding is a key element in getting us to think about how to value our well being from the start of life, how to respect each other and care for the world we share.

There are many environmental costs associated with not breastfeeding babies. Breast milk is a natural, renewable food that is environmentally safe. Breastfeeding decreases energy demand for the production and transport of infant formula. It also decreases the environmental burden from the disposal of formula cans and bottles.

Children who are breastfed have less acute and chronic illness. In spite of these benefits, only 40 percent of infants less than six months of age are exclusively breastfed. In fact, women face many barriers to breastfeeding. They may not get accurate breastfeeding education, lack support from family and friends or must return to work soon after giving birth with no location to pump breast milk in their work environment. These barriers make it difficult for women to breastfeed exclusively for six months and

The mission of the Clay County Public Health Center is to deliver the essential public health services of prevention, promotion and protection to the communities of Clay County.

continue breastfeeding for one year or more. Breastfeeding lays the foundation for good health for children, both short term and long term, and also benefits mothers' health. To improve breastfeeding rates, join your community health care workers and local businesses to protect, promote and support breastfeeding.

For questions regarding the event, please contact Sarah Lammers or Julia Hladky at 816-595-4293. Clay County Public Health WIC program is an equal opportunity provider.

About Clay County Public Health Center

Created in 1953, the Clay County Public Health Center is a nationally accredited local public health department protecting the health of all people in the county by implementing population based prevention programs and services. This community approach to wellness not only prevents the spread of disease but also provides wellness education to empower people to make healthy choices. To learn more, visit www.clayhealth.com.

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