

Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



Rick Scott
Governor

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Vision: To be the Healthiest State in the Nation

FOR IMMEDIATE RELEASE

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PROMOTING BREASTFEEDING ACCESS FOR WORKING MOMS FOCUS OF MONTH-LONG CAMPAIGN

TALLAHASSEE — This August, the Florida Department of Health in Okeechobee County is celebrating National Breastfeeding Awareness Month with pledge to support breastfeeding Mom; breastfed baby photo contest; work place trivia for staff; display board and slide show in waiting room on different topics that impact our moms: breastfeeding and returning to work/school; display board with breastfeeding information at the local Library; and a meet and greet support group at the local library for pregnant and breastfeeding moms. Okeechobee County is working to promote breastfeeding as a vital health activity and encourage breastfeeding-friendly at our local library and partnering with other agencies in the community.

According to the Centers for Disease Control and Prevention, mothers who breastfeed their children are at a healthier weight on average than those who do not. They also have a lower risk of developing Type 2 diabetes, breast and ovarian cancer. Children who are breastfed have a lower risk for developing respiratory and gastrointestinal infections, asthma, obesity, Type 2 diabetes and SIDS (sudden infant death syndrome).

- We will encourage staff and clients to sign a pledge to support breastfeeding moms and babies. Pledges to support breastfeeding moms will be accepted and displayed in the WIC office for the whole month to show moms that they have our support and the support of other moms. This is very important because even though breastfeeding is a natural way to feed babies, it sometimes can be a challenge and support is vital to help moms continue to breastfeed successfully.
- Breastfed baby photo contest; contestant can apply at the WIC office during the whole month.
- Work place trivia for staff will take place every Friday during August.
- Display board and slide show in the WIC waiting room on different topics that impact our moms; breastfeeding and returning to work/school for the whole month.
- Display board with Breastfeeding information at the local Library for the whole month
- Support groups are also very helpful for breastfeeding moms; we plan on having a meet and greet support group at the local library for pregnant and breastfeeding moms where the winner of the breastfed baby contest will be announced on September 14, 2015 from 12:30 to 2:00.

To reach the goal of exclusive breastfeeding for at least six months, mothers need supportive maternity leave policies, flexible work hours, infant and child-care at or near the workplace, and private facilities for expressing and storing breastmilk. It takes time and practice to learn how to breastfeed, both for mother and baby, and to establish a good milk supply.

For more information on the Florida Breastfeeding Coalition's Quality Maternity Care Initiative, visit: <http://flbreastfeeding.org/hospital.htm>.

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Healthiest Weight Florida is a public-private collaboration bringing together state agencies, nonprofit organizations, businesses and entire communities to help Florida's children and adults make consistent, informed choices about healthy eating and active living. To learn more about how to be active and make nutritious food choices visit www.healthiestweightflorida.com.

The department works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts. Follow us on Twitter at [@HealthyFla](https://twitter.com/HealthyFla) and on [Facebook](https://www.facebook.com/HealthyFla). For more information about the Florida Department of Health please visit www.floridahealth.gov.