

# City of Bloomington, Division of Public Health

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## Public Health celebrates breastfeeding success to coincide with World Breastfeeding Week, August 1-7

July 31, 2014 - Bloomington Public Health is joining people worldwide from August 1-7 to celebrate World Breastfeeding Week.

Staff members and women from Bloomington, Edina and Richfield in its WIC (Women Infants and Children) peer counselor program will gather to celebration of participants' breastfeeding success.

This event is by invitation, but the Public Health Division urges everyone to use this week as a springboard to make breastfeeding success possible for all families.

### Breastfeeding here is award-winning

Moms on the Public Health Division's WIC program have been so successful at breastfeeding that the Minnesota Department of Health awarded them for already surpassing a Healthy People 2020 breastfeeding goal.

Healthy People 2020 is the Health and Human Services agenda for improving the Nation's health. Its 2020 target for breastfeeding is for 82 percent of babies to have been breastfed. Of women in the Public Health Division's WIC program for at least three months while pregnant, 90 percent of babies have been breastfed.

Kay Olson-Fischer, the Public Health Division's lactation consultant said, "Women on our WIC program breastfeed successfully because we provide good support when women need it." She went on to say most parents want to breastfeed their baby because they know how important it is to their baby's health. That is why we need to make it easier for all families to breastfeed successfully.

### We can do more to help working mothers breastfeed successfully

"In particular," she said, "women who return to work after having a baby face barriers to breastfeeding. Support from employers and childcare providers can make a big difference to their success. Now we are working with staff from childcare centers so they can give breastfeeding support to help more families in our community have success with breastfeeding."

Kay said, "Breastfeeding benefits go beyond mothers and babies. Health benefits and cost savings are good for our society in many ways that make breastfeeding worthwhile for everyone to support. That's why we celebrate World Breastfeeding Week."

