



NEWS RELEASE

FOR IMMEDIATE RELEASE

DATE: 8/06/2018

CONTACT: **Connie Brown, R.D., C.L.S.**
TITLE: WIC Coordinator
PHONE: (989) 758-3733
EMAIL: csbrown@saginawcounty.com

SAGINAW COUNTY HEALTH DEPARTMENT

RECOGNIZES BREASTFEEDING AWARENESS MONTH WITH ICE CREAM SOCIAL

August is Breastfeeding Awareness Month in Michigan. In order to promote early breastfeeding success and breastfeeding outcomes, the Michigan Breastfeeding Network has announced a statewide initiative to provide continuity of care for mothers and babies. Supporters of this effort include hospitals, WIC agencies, community stakeholders, coalitions, physicians, the Michigan Department of Health and Human Services (MDHHS) and the Saginaw County Health Department. According to Connie Brown, R.D., WIC Coordinator, and Susan Olguin, R.D., International Board Certified Lactation Consultant for the Saginaw County Health Department, this collaboration could lead to higher breastfeeding initiation and duration rates, healthier babies, and closer families.

In his Breastfeeding Awareness Month Proclamation, Governor Snyder stated that Michigan is committed to reducing infant mortality and increasing the health of mothers and babies. Sustained breastfeeding support, education, and consistent, accurate information will help to meet these goals.

Activities are planned throughout the state to draw attention to the importance of breastfeeding for the health and well-being of mothers and children. **In Saginaw County breastfeeding WIC Moms (and families) are invited to attend an Ice Cream Social on August 16th from 1-3 p.m. The event takes place at Saginaw County Health Department, 1600 N. Michigan, Fifth Floor - Room 500.** In addition, the Michigan WIC Program invites the public to join in the Breastfeeding Walk on August 8th. The festivities will begin at 11:30 a.m. on the front lawn of the State Capitol Building. Families and young children are welcome!

For more information on the WIC program's breastfeeding support services visit our website, www.saginawpublichealth.org and click on WIC or call (989) 758-3733.

END