



Genesee County Health Department

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Date: August 3, 2010
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Contact Person: Deborah Cain RN, MPA
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Re: 2010 Breastfeeding Awareness Month News Release

Breastfeeding Support Encouraged

As a mother prepares for the birth of her child, she must make many, important health decisions, including how she will feed her baby. A recent study published in the April 5, 2010 online journal, *Pediatrics*, concluded that if most new mothers in the US would breastfeed their babies for the first six months of life, nearly 1,000 lives and 13 billion dollars each year would be saved.

For most mothers, the feeding decision is not made just once, but many times, as mothers face challenges and barriers to exclusive and continued breastfeeding. An example is the lack of support in the workplace. At least 58% of women who are employed when they become pregnant return to the labor force by the time their child is three months old. Women who wish to continue breastfeeding after returning to work have relatively few and simple needs. These include the availability of dependable efficient breast pumps, a convenient safe, private and comfortable location at the worksite, and the opportunity to pump two or three times during the work day.

During the month of August, breastfeeding awareness and support is highlighted in communities throughout Michigan. The Genesee County Health Department will be celebrating Breastfeeding Awareness Month in the Women, Infants, and Children (WIC) Supplemental Nutrition program at the Floyd J. McCree Courts & Human Services Center and Burton Branch locations.

Better Life Through Better Health