



PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE: July 25, 2019

Crow Wing County celebrates World Breastfeeding Week

The Crow Wing County WIC Program is celebrating Minnesota Breastfeeding Awareness Month in August and [World Breastfeeding Week](#), Aug. 1-7. This year's theme focuses on "Empower Parents, Enable Breastfeeding." Visit the Rock n' Rest tent located in the Curling Building on the county fairgrounds July 30th-August 3rd.

World Breastfeeding Week helps raise awareness of the importance of support in empowering a mother to successfully breastfeed and reach her goals. Breastfeeding is one of the best investments in saving lives and improving health. Family, employers, childcare, public health, and health providers all play crucial roles in enabling a mother to breastfeed.

As community members, employers and health professionals we can do a lot to support women and families to help mom and baby get this healthy start. Jacqueline received WIC during her pregnancy, for the following year while she nursed exclusively, and now her son will continue with WIC until the age of 5. "This program has helped our family financially by allowing us to purchase healthy food options, as well as teach our kids healthy lifestyles. I couldn't be happier. We will continue to be a part of this program as long as we qualify. I feel so blessed to have this support."

According to the American Academy of Pediatrics, breastfeeding is the standard for infant feeding. It provides essential nutrients and antibodies that boost an infant's immune system, providing protection from childhood illnesses. Babies who are not breastfed are more likely to develop common childhood illnesses like ear infections and diarrhea as well as chronic conditions such as type 2 diabetes, asthma and childhood obesity. For mothers, breastfeeding leads to lower risk of breast and ovarian cancers, Type 2 diabetes and heart disease.

Nine out of ten Minnesota moms start breastfeeding, but three of those nine will stop breastfeeding before 6 months, according to the latest [Centers for Disease Control Breastfeeding Report Card](#). WIC works to provide information to help women get a strong start with exclusive breastfeeding. Challenges women face to meet their breastfeeding goals include those they experience in health care settings, worksites and child care centers.

That's changing in Minnesota. Growing numbers of health care, child care, employers and health departments are working to address the barriers to make breastfeeding easier for new mothers. Crow Wing County has a recognized Breastfeeding Friendly Health Department with a public health team who strive to help mothers reach their goals and give their babies the best possible start in life.

The Minnesota Department of Health (MDH) recognizes those who take steps to provide accommodations and support for women who would like to breastfeed or continue to breastfeed after returning to work or school. Visit the [MDH Breastfeeding Friendly Recognition Program](#) website for more details.

For more information, contact Crow Wing County WIC program at 218.824.1082

Community Services administers more than seventy federal and state benefit and assistance services and programs to residents in Crow Wing County. The Department is dedicated to providing excellent service and efficient management in performing its mission of promoting and protecting the health, well-being and self-sufficiency of all Crow Wing County residents.

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Our Vision: Being Minnesota's favorite place.

Our Mission: Serve well. Deliver value. Drive results.

Our Values: Be responsible. Treat people right. Build a better future.

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