

July 31, 2019

FOR IMMEDIATE RELEASE

Let's Celebrate Moms! August Is National Breastfeeding Month.

SOUTH CENTRAL IDAHO- August is National Breastfeeding Month, and South Central Public Health District (SCPHD) is helping kick off the celebration with informational tables in each of our offices throughout the district for the first week of August. In addition, we will have breastfeeding celebration events throughout the district for our Women, Infants, and Children Program (WIC).

Breastmilk is the ideal nutrition for babies, bringing the right mix of protein, fats, and vitamins your baby needs to grow. The milk also has natural antibodies that will help your baby fight against viruses and bacteria.

“If you want to make sure your baby is getting everything they need, breast milk is your best option,” said Cindi Holly-Rausch, SCPHD Registered Dietitian. “Breastfeeding isn’t just the obvious financial and nutritional choice, it can also help release hormones that will help the baby and mother bond and recover from birth trauma.”

Breast milk also:

- Is easier for infants to digest than artificial baby milk/formula.
- May protect baby against obesity, diabetes, sudden infant death syndrome (SIDS), asthma, eczema, colitis, and some cancers.

The benefits for Mom:

- Breastfeeding helps reduce the risk of breast cancer, ovarian cancer, heart disease, stroke, type-2 diabetes, and postpartum depression.
- Breastfeeding can burn between 500-600 calories a day, helping with weight loss.

“It’s up to each woman to decide for herself if she wants to breastfeed. Sometime there are life-factors that can make it difficult for some families to choose that path. If a mother would like to breastfeed we want to help her be successful.” Holly-Rausch said. “We have lactation counselors who can help you understand how to navigate the obstacles around breastfeeding and help so you can bond with your baby.”

South Central Public Health District offers Breastfeeding Peer Counselors for new Moms, to help parents understand and learn the basics of breastfeeding. Our WIC program also provides lactation counselors in each office to provide additional help. If you have any questions contact your nearest office and ask for the WIC program: <https://www.phd5.idaho.gov/contact-us/>

Learn more about breastfeeding and the WIC program here: <https://www.phd5.idaho.gov/WIC/>