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Press Release - FOR IMMEDIATE RELEASE

This National Breastfeeding Month, support parents who are nursing their new babies

SOUTH CENTRAL IDAHO - Breast milk is the ideal nutrition for babies, bringing the right mix of protein, fats, and vitamins your baby needs to grow. Unfortunately, for some parents breastfeeding can be difficult without help. This August, South Central Public Health District (SCPHD) encourages community members to step up to support parents who make breastfeeding their children a priority.

“Supporting breastfeeding families can mean many things. Start by making sure your coworker has a safe and private place to pump during the workday, checking in on the family of a new baby to see if they need professional support for breastfeeding, or by sharing your own positive experiences and encouraging families look into the option of breastfeeding,” said Cindi Holly-Rausch, SCPHD Registered Dietitian and Breastfeeding Coordinator. “Little steps can provide families the important support they need to make breastfeeding a possibility.”

In addition to offering the best nutritional support for infants, studies have shown breast milk also:

- has natural antibodies that will help your baby fight against viruses and bacteria.
- is easier for infants to digest than artificial baby milk/formula.
- may protect the baby against obesity, diabetes, sudden infant death syndrome (SIDS), asthma, eczema, colitis, and some cancers.

The benefits for Mom include:

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

“If you want to make sure a baby is getting everything they need, breast milk is the best option,” said Holly-Rausch, “We can help make sure the youngest in our communities are off to a healthy start by supporting the parents who raise them.”

South Central Public Health District offers Breastfeeding Peer Counselors to help parents understand and learn the basics of breastfeeding. The SCPHD Women, Infants, and Children (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/>.