FOR IMMEDIATE RELEASE
August 2, 2017

2017 National Breastfeeding Month: Celebrating Breastfeeding in Your Community

During August’s National Breastfeeding Month celebration, Texas WIC is calling on our communities to remove barriers to breastfeeding. We encourage partners to adopt the theme Breastfeeding: Strength Through Support, and work together to support breastfeeding mothers.

More Texas hospitals are recognizing the value of breastfeeding. In 2017, Texas added six new Texas Ten Step Hospitals (TTSH), bringing the total number of TTSH in Texas to 132.

The Ten Step Program is a bundle of evidence-based practices proven to increase breastfeeding exclusivity and duration as well as reduce racial and ethnic disparities.

Breastfeeding:
- Is the best source of nutrition and immunologic protection for babies.
- Is proven to boost baby’s immune system, guard against childhood obesity and diabetes and provide protection that lasts a lifetime.
- Reduces a woman’s chance of breast cancer and burns as much as 600 calories a day.
- Could save an estimated $13 billion per year in medical care costs if 90% of families breastfed their infants exclusively for six months.

Please join the Williamson County and Cities Health District in celebration of National Breastfeeding Month on August 5 with the Big Latch On held Aug. 5 at Jester Williamson County Annex at 1801 E Old Settlers Blvd, Round Rock, Texas 78664. The event will be from 9am-12pm, and is open to the entire community. It will include activities to teach expectant women, moms, family members and the community the importance of breastfeeding, as well as provide information on how to better support breastfeeding.

To learn more about WCCHD clinic hours and locations, visit your public health department website at www.wcchd.org or call 512-248-3252.

# # #