

DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT



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www.weldhealth.org



Public Health
Prevent. Promote. Protect.

July 31, 2018

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August is National Breastfeeding Awareness Month, drawing attention to the importance of worksite lactation support.

Weld County, CO - August 1-7 is World Breastfeeding Week (WBW), a time when the world celebrates breastfeeding and builds awareness and support.

Scientific research shows that breast milk is uniquely complex and far superior to any formula designed for babies. Health and scientific organizations — such as the American Academy of Pediatrics (AAP) and the World Health Organization (WHO) — tout breastfeeding as the ideal way to feed an infant, and recommend feeding only breast milk for the first six months of a baby's life, and then in combination with complimentary nutritious foods for at least one year and for as long as is mutually desired by the mother and baby. Breastmilk contains the complete nutrients for infant's growth and development, as well as to protect infants from numerous illnesses. Breastfeeding also provides significant health benefits for the mother. Sadly, most nursing mothers do not breastfeed long enough to achieve all the health benefits for themselves and their baby.

Employers help support a nursing employee's goals by adhering to the Colorado *Workplace Accommodations for Nursing Mothers Act*, which requires employers to provide a private area near their work station and flexible break times to express milk, for up to two years after the child's birth. Communicating with the employee before they take maternity leave assures nursing employees they can continue breastfeeding long after returning to work. Employers are finding there are benefits to reducing worksite barriers. "Employers are finding that lactation support policies not only increase employee satisfaction, but also make good business sense because of reduced health care costs and sick leave" said Mike Schwan, Childhood Obesity Prevention Specialist for Weld County Department of Public Health and Environment (WCDPHE).

The Colorado Special Supplemental Nutrition Program for Women, Infants and Children (WIC) supports low-income breastfeeding mothers by providing free access to breastfeeding information and counseling, breast pumps, community resources and referrals, and Breastfeeding Peer Counselors.

WIC invites the community to celebrate World Breastfeeding Week at the Big Latch On, August 3rd from 9:00-12:00pm at Island Grove Park 501 N. 14th Avenue Greeley, CO 80631.

For resources on how to support breastfeeding employees, visit:
<https://www.weldgov.com/cms/One.aspx?portalId=169&pageId=3761>

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