HARRISON COUNTY WIC TO CELEBRATE WORLD BREASTFEEDING WEEK
MORGANTOWN, WV – AUGUST 1, 2016

World Breastfeeding Week (WBW) is celebrated every year from August 1 - 7 in more than 170 countries to encourage breastfeeding and improve the health of babies around the world. It commemorates the Innocenti Declaration signed in August 1990 by government policymakers, World Health Organization (WHO), UNICEF and other organizations to protect, promote and support breastfeeding. Breastfeeding is the best way to provide infants with the nutrients they need. WHO recommends exclusive breastfeeding starting within one hour after birth until a baby is six months old. Nutritious complementary foods should then be added while continuing to breastfeed for up to two years or beyond.

This year's theme is Breastfeeding: a key to Sustainable Development! 2016 commemorates the start of the Sustainable Development Goals (SDGs). This is a broad approach using the sustainability theme. It will enable the breastfeeding movement to connect with a variety of development issues over the next 15 years (2030) for maximum impact. Breastfeeding is linked to the SDGs along 5 broad themes (1) nutrition/food security, 2) health, well-being and survival, 3) environment and climate change, 4) work productivity, empowerment, social protection, and 5) sustainable partnerships and rule of law.

It is important to remember that not only moms, but the entire community needs to be aware of the importance of breastfeeding during the first year of life. Many medical authorities, including the American Academy of Pediatrics, strongly recommend breastfeeding because breast milk provides several benefits for infants. Breast milk contains antibodies that can help the baby fight off viral and bacterial infections, contributes to proper weight gain and has been linked to higher IQ scores in later childhood. There are also benefits for a mother who is breastfeeding. Breastfeeding mothers have a lower risk of breast and ovarian cancer and tend to lose the weight gained during pregnancy faster because of the calories burned when they breastfeed.

This year the Harrison County Women, Infants and Children (WIC) Office along with Right from the Start and the HAPI Project will be sponsoring a “Baby Buggy Stroll in the Park” It will be held at the Osborn Shelter at the VA Park on Thursday, August 4, 2016 from 10 am to 12 Noon. The event includes:

- Refreshments
• Door Prizes
• An award for the best decorated baby buggy with a breastfeeding theme, so don’t forget to bring your decorated stroller
• This event is open to all Pregnant and Breastfeeding Moms and Babies

For more information about this event contact the Harrison County WIC Office at 304-623-1147.

This is the 6th year for this event and we hope that you will join us to show your support for a stronger, healthier and smarter community by supporting breastfeeding families.

WIC is an equal opportunity provider and employer.

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