



County of Yolo

HEALTH DEPARTMENT

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Yolo County Celebrates Breastfeeding

Woodland, CA— On October 15, 2008, Yolo County will co-host two events to celebrate breastfeeding and encourage continued community support for breastfeeding mothers. Yolo County is one of several communities to hold these events that raise awareness about the importance of breastfeeding.

Breastfeeding Awareness Walk - October 15, 2008 at 12:30 p.m. at the Herbert Bauer Health Building at 137 N. Cottonwood St., Woodland.

The Community Breastfeeding Coalition of Yolo County, in partnership with the Yolo County Health Department and Yolo County WIC Program, is sponsoring a walk that will begin and end at the Herbert Bauer Health Building. A small reception will be held after the walk to honor those breastfeeding mothers who participate.

Thousands of moms and babies will walk in local communities throughout the State of California to raise support for breastfeeding moms. The purpose of the Breastfeeding Walk is to highlight the need for breastfeeding mothers to have support in the home, in the community and in the workplace for breastfeeding success. Research has shown that breastfeeding significantly reduces allergies, diarrhea, and ear and urinary tract infections in infants. More recently, breastfeeding has been found to play a pivotal role in preventing childhood obesity.

Fourth Annual Mother-Baby Friendly Workplace Awards – October 15, 2008 at 5:30 p.m. at First 5 Yolo located at 403 Court Street in Woodland.

In addition to the walk, First 5 Yolo is sponsoring the Fourth Annual Mother-Baby Friendly Workplace Awards. This recognition is awarded to employers in Yolo County who offer support to breastfeeding mothers and their families. Many companies provide this support through very innovative programs.

Breastfeeding friendly workplaces have been shown to decrease employee absenteeism by up to 57% due to the health benefits for both mother and baby, while increasing employee retention and enhancing employee productivity, loyalty, and morale.

Recipients of the Mother-Baby Friendly Award presented by the Community Breastfeeding Coalition of Yolo County will provide information on their family-oriented programs that have helped increase productivity, reduce absenteeism due to a child's illness and increased employee retention in their workplace.

“Breastfeeding has been proven to have added health benefits for both the baby and the mother,” states Dr. Bette Hinton, Yolo County Health Officer and Director. “Events such as these can increase awareness and encourage women to breastfeed their babies, as well as encourage our community to provide support for breastfeeding moms.”

For more information on statewide activities celebrating Breastfeeding Awareness, go to <http://www.calwic.org/bfwalk.aspx> . For information about breastfeeding, go to www.calwic.org.

For additional information about the local events, contact Samantha Pfeifer, Breastfeeding Coordinator for the Yolo County WIC Program, at the Yolo County Health Department at (530) 666-8446.

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