



**SAGINAW COUNTY  
DEPARTMENT OF PUBLIC HEALTH**  
*protecting and promoting the public's health since 1928*

---

**NEWS RELEASE**

---

**FOR IMMEDIATE RELEASE**

**DATE:** 8/15/2016

**CONTACT:** John Winden RN, MSN  
**TITLE:** WIC Coordinator  
**PHONE:** (989) 758-3853  
**Fax:** (989) 758-3859  
**EMAIL:** jwinden@saginawcounty.com

**AUGUST IS BREASTFEEDING AWARENESS MONTH**

Ever heard the saying, “It doesn’t matter if it’s a boy or a girl, as long as it’s healthy?” All parents want to give their baby the healthiest start in life. Breastfeeding promotes strong immune systems and protects against illness and infection. It guards against child obesity and diabetes. Breastfeeding forms a unique mother-baby bond. Skin-to-skin contact, keeping babies close, feeding babies when they are hungry, and having a good latch are important factors in establishing successful breastfeeding. Having a supportive partner, or champion, and consistent messaging from healthcare providers also helps.

August is Breastfeeding Awareness Month in Michigan. In order to promote early breastfeeding success and positive breastfeeding outcomes, the Michigan Breastfeeding Network has announced a statewide initiative that includes hospitals, WIC agencies, the Michigan Department of Health and Human Services, community stakeholders, coalitions and the Saginaw County Department of Public Health to provide continuity of care for mothers and babies. According to Julie Lothamer, International Board Certified Lactation Consultant with the Michigan Department of Health and Human Services, this collaboration should lead to higher breastfeeding initiation and duration rates, healthier babies and closer families.

For more information on breastfeeding services available through the WIC Program at the Saginaw County Department of Public Health, visit our website at [saginawpublichealth.org](http://saginawpublichealth.org) or call (989) 758-3733. We can help. Be wise. Be well.

**## END ##**