



Central Michigan District Health Department

Promoting Healthy Families, Healthy Communities



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PRESS RELEASE FOR LOCAL MEDIA

To: Local Media Outlets
From: Central Michigan District Health Department
RE: CMDHD Promoting National Breastfeeding Month
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CMDHD is promoting National Breastfeeding Month - August

Central Michigan District Health Department (CMDHD) is promoting National Breastfeeding Month in August. This month is dedicated to raising awareness of the importance of breastfeeding to ensure that all families have access to lactation education and support, helping them make the best choice about providing human milk for their babies. This year's theme, "WIC Supports Superheroes," focuses on boosting confidence in clients and their ability to chest/breastfeed. Our WIC Breastfeeding Peer Counselors are here to assist parents on their breastfeeding journey.

"CMDHD is dedicated to helping families with their health and well-being," said Emily Nelson, CMDHD's Family Health Director. "Breastfeeding provides babies with the best nutrition for growth and development. It's not just about food - breastfeeding also offers many health benefits for lactating parents and their babies."

Breastfeeding helps babies develop a strong immune system and reduces their risk of illnesses like asthma, childhood obesity, type 1 diabetes, and sudden infant death syndrome (SIDS). Breast milk changes to meet babies' needs as they grow. For lactating parents, breastfeeding can reduce the risk of ovarian and breast cancers and help with losing pregnancy weight by burning 500-600 calories a day.

CMDHD's WIC program supports breastfeeding in several ways:

- Free access to lactation consultants and breastfeeding peer counselors.
- Training for all WIC staff to support pregnant and breastfeeding families.
- Extra WIC food benefits and longer WIC duration for breastfeeding clients.
- A warmline that is available seven days a week from 8 a.m. to 8 p.m. at 833-MIWICBF (833-649-4223).

Please visit us online at www.cmdhd.org.

To learn more about CMDHD's breastfeeding peer counselor program and find helpful resources, visit <https://www.cmdhd.org/bfpc>. These resources are free to WIC participants and available to the public.

This article has been brought to you by Central Michigan District Health Department, which serves the counties of Arenac, Clare, Gladwin, Isabella, Osceola, and Roscommon. Visit our website at www.cmdhd.org and follow us on [Facebook](#) and [Instagram](#).

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To request an interview, please visit our website (cmdhd.org) and fill out the [Media Interview Request Form](#).



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