



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: August is National Breastfeeding Month

Release Date: August 22, 2023

National Breastfeeding Month promotes the benefits of breastfeeding for baby and breastfeeding parent.

The benefits of breastfeeding last a lifetime, and Central Michigan District Health Department (CMDHD) is promoting their breastfeeding support services for National Breastfeeding Month, celebrated in August each year. CMDHD's WIC Breastfeeding Peer Counselors are available to help parents in their breastfeeding journey.

"Breastfeeding is something our bodies are meant to do, and breast milk is the best food to help babies grow and develop," said Kelly Conley, CMDHD's Personal Health Director. "There's so much more to breastfeeding than nutrition. There are key health benefits for both mom and baby."

In addition to helping the baby build a strong immune system, breastfeeding lowers the baby's risk for short- and long-term illnesses such as asthma, childhood obesity, type 1 diabetes, and sudden infant death syndrome (SIDS). Breast milk also contains substances that naturally soothe the baby and changes to meet the baby's nutritional needs as they grow.

There are also health benefits for the breastfeeding parent during this vulnerable time. Breastfeeding reduces the risk of ovarian and breast cancers. It's also a natural way to lose some of the baby weight, as it burns 500-600 calories a day.

WIC supports breastfeeding by offering:

- Free, unlimited access to lactation consultants and breastfeeding peer counselors.
- Training to all WIC staff to support prenatal and breastfeeding families.
- Additional WIC food benefits and WIC duration for breastfeeding clients, including canned fish.
- A warmline is available seven days a week, from 8 a.m. to 8 p.m. at 833-MIWICBF (833-649-4223).

Visit <https://www.cmdhd.org/bfpc> to find out about CMDHD's breastfeeding peer counselor program and discover helpful resources, which are available to the public and free to WIC participants.

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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