



FOR IMMEDIATE RELEASE

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**Breastfeeding is a Family & Community Affair
At the Breastfeeding Affair on the Square**

Medina County, Ohio—August is Breastfeeding Awareness Month in Ohio. On August 21, 2010, the Medina County Health Department Women, Infants, and Children (WIC) Division will celebrate by hosting Breastfeeding Affair on the Square. The fair will take place at the Medina Square from 9:00 a.m. until 1:00 p.m. during the Medina Farmers Market. As shoppers pick out fresh produce for their families, WIC will show expectant mothers how breast milk is the best pick of the season for babies.

Breastfeeding is a family and community affair. Breastfeeding mothers are most successful when families and communities support and encourage a mother to choose breastfeeding as the natural and best way to feed a baby. Fifty-eight percent of women in Ohio choose to breastfeed because breastfed babies are healthier babies. If we increase the number of breastfeeding mothers in our community, we can prevent diseases and promote life-long health. The Medina County Health Department provides a variety of breastfeeding awareness events, breastfeeding classes, and breastfeeding specialists to improve the health of our community.

At Breastfeeding Affair on the Square, breastfeeding specialists will be available to talk about the many benefits of breastfeeding and breastfeeding techniques. Registered dietitians will be on hand to provide nutrition tips for during and after pregnancy to maintain health and reclaim your pre-pregnancy weight. Stop by for the free raffle and samples available.

Breastfeeding is a natural and normal way to feed infants. The National Institute of Health encourages mothers to breastfeed exclusively for the first six months of life and continue to breastfeed while introducing solid foods from six to twelve months of age. According to their research, breastfeeding provides the right balance of nutrients and immunity to babies to protect them from illnesses and infections. Breast milk provides fatty acids that boost an infant's brain development, provides the right nutrition for an infant to develop into a healthy toddler and child, and prevents obesity.

For more information about breastfeeding services and support, please call the Medina County Health Department Women, Infants, and Children (WIC) Division at 330-723-9629 or toll-free at 1-888-723-9688. The Medina County Health Department has protected the health of Medina County citizens since 1918. For more information about our services, visit us at www.medinahhealth.org or contact us at 330-723-9688 or toll-free at 1-888-723-9688. Services are partially funded by your local property tax health levy.

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