

**Benton-Franklin
Health District**
www.bfhd.wa.gov

Kennewick
7102 West Okanogan Place

Pasco
412 West Clark Street

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Benton-Franklin Health
District Website
www.bfhd.wa.gov

Washington Department
of Health
www.doh.wa.gov

Centers for Disease
Control
www.cdc.gov

WIC Breastfeeding
[wicbreastfeeding.fns.usd
a.gov/](http://wicbreastfeeding.fns.usda.gov/)

Rev 10/2018

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Health District Hosts Big Latch On

Local Event to Celebrate World Breastfeeding Week

FOR IMMEDIATE RELEASE

Benton-Franklin Health District announced today that it will celebrate [World Breastfeeding Week](#) from August 1-7, an annual event that draws attention to the positive health impacts of breastfeeding for both babies and mothers.

On Saturday, Aug. 3, breastfeeding mothers and supporters are welcome to join breastfeeding peer counselors and other staff from the health district's Women, Infant and Children (WIC) nutrition program at a Big Latch On event. The event will start at 10:00 am at Leslie Groves Park in Richland.

During the Big Latch On event, local breastfeeding mothers will nurse their children simultaneously with moms from all around the world. The Big Latch On helps focus international attention on communities' efforts to provide ongoing breastfeeding support and promotion.

This year's World Breastfeeding Week theme, Empower Parents, Enable Breastfeeding was chosen to be inclusive of both mothers and fathers in today's world. Focusing on supporting both parents to be empowered is vital in order to realize breastfeeding goals.

"Breastfeeding provides tremendous benefits to both mothers and babies," said Annie Goodwin, BFHD's WIC Supervisor. "But they need the support of their families and the community to continue breastfeeding for at least six months."

According to the U.S. Centers for Disease Control, both babies and mothers gain many benefits from breastfeeding. Human milk provides the most complete form of nutrition for infants. Breast milk is easy to digest and offers breastfeeding infants protection against bacterial and viral infections. Research indicates that women who breastfeed may have lower rates of certain breast and ovarian cancers.

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Worldwide, more than 170 countries celebrate World Breastfeeding Week. Health agencies like BFHD organize activities to help spread awareness about the importance of breastfeeding and the risks of not breastfeeding.

The BFHD WIC Program works to empower breastfeeding women in Benton and Franklin Counties by providing breastfeeding education and support from the prenatal through the postpartum period. Through the program, mothers work with breastfeeding peer counselors who provide individual, one-on-one guidance.

For more information about BFHD's support of World Breastfeeding Week or its planned activities, contact Carrie West, WIC Breastfeeding Peer Counselor at (509) 440-3608 or carriew@bfhd.wa.gov.

For more information and ideas for how to celebrate World Breastfeeding Week 2019, visit worldbreastfeedingweek.org. Information about WIC and BFHD can be found at <https://bfhd.wa.gov/>.

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