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Immediate Release

Connecting for Breastfeeding Support Important

Kingsford, Michigan – August 10, 2011. The State of Michigan has proclaimed the month of August as Michigan Breastfeeding Awareness Month. Breastfeeding is recognized worldwide by scientific and medical organizations as a means to improve infant nutrition and maternal health, promote child development, and reduce health disparities.

During the month of August, breastfeeding awareness and support is highlighted in communities throughout Michigan.

This year's theme emphasizes communication as an essential part of protecting, promoting and supporting breastfeeding. With new lines of communication being created every day, we have the ability to help families use these information channels to broaden support and spread breastfeeding information. "Building strong networks can help you successfully breastfeed" says Marie Pera, RN, Dickinson-Iron District Health Department Lactation Specialist.

Research shows that when mothers get breastfeeding help from lactation consultants and peer counselors and receive support from family, friends, and employers, they resolve questions and problems quicker and become more satisfied with their breastfeeding experience.

While new mothers are encouraged to connect with the breastfeeding support offered in their community, they are also making connections through digital media. With mobile phones, websites, blogs, and social media sites, mothers can seek and receive breastfeeding support anytime and anywhere.

Pera suggests that families seek breastfeeding information and support at their local Women, Infants and Children (WIC) clinic at the Dickinson-Iron District Health Department. Lactation specialists can help mothers sort through resources to find evidence-based information rather than "urban legend" or misinformation.

"With help and reassurance, mothers can feel confident in their understanding of breastfeeding and empowered to reach their breastfeeding goals" notes Pera.

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