

MEDIA ADVISORY



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Breastfeeding Awareness Walk- August 5, 2011

FIFTH ANNUAL BREASTFEEDING WALK IN WATSONVILLE

Mothers, babies, and supporters will celebrate International Breastfeeding Month on Friday, August 5, with a family-friendly event at the Downtown Watsonville Plaza.

“There is no better start to life than breastfeeding,” said Cathy Cavanaugh, director of Community Bridges WIC program. “Our walk will bring awareness to the importance of breastfeeding as a key health strategy for preventing acute and chronic diseases among children, including childhood obesity.”

Cavanaugh added, “Children who have been breastfed have less risk of becoming overweight or obese, even as adults, and WIC is working to make breastfeeding the normal way to feed infants.”

WIC is hosting its 5th Annual Breastfeeding Walk event on Friday August 5 from 3-6pm at the Watsonville Plaza at the corner of Main and Beach Streets. The public can gather in the plaza for resource sharing and festivities at 3:00pm. A welcome by County Supervisor Greg Caput will begin at 4:30. Family Friendly Workplace Awards will be presented by the United Way of Santa Cruz County and the Santa Cruz County Breastfeeding Coalition.

The grand walk around the plaza will begin at 5pm and walkers will receive a free T-shirts proclaiming, *Affordable Healthcare Begins with Breastfeeding!* All friends of breastfeeding, parents, grandparents, and children are encouraged to participate!

WIC just began a new educational campaign to train staff and clients on Baby Behaviors & Cues as a way to further promote lactation and prevent overfeeding and child obesity, and the program has seen impressive results this year from its Breastfeeding Peer Counselor Program. Community Bridges WIC program’s overall rate for exclusive breastfeeding was 19% in 2008 when the project started, and as of March 2011, this rate has increased to 32%. The CA state average among WIC programs remains at 19%.

WIC lactation support staff includes 3 Internationally Board Certified Lactation Consultants (IBCLCs), 2 Lactation Educators, and 6 Peer Counselors, and an entire WIC team that is extensively trained in supporting lactation.

For more information, contact Amy Moran at WIC (831) 722-7121 ext. 151.

WHEN: Friday, August 5, 2011, 3:00-6:00pm

WHERE: La Manzana Plaza at 18 West Lake Avenue, and Watsonville Plaza at Main Street and Beach Street in downtown Watsonville.

WHO: Community Bridges WIC program in collaboration with the Breastfeeding Coalition of Santa Cruz county, United Way, Supervisor Caput, and the public!

VISUALS: Mothers, babies and children and health care providers.

INTERVIEW OPTIONS: Dana Wagner, IBCLC, Assistant Program Director, Community Bridges WIC; Ana Maria Luna, WIC IBCLC; WIC mothers (interpreters will be available or reporters not speaking Spanish.)

The Community Bridges Family of Programs serves over 30,000 area residents each year, roughly one out of every 10 people. Programs include: Beach Flats Community Center, Child and Adult Care Food Program, Child Development Division, Familia Center, La Manzana Community Resources, Live Oak Family Resource Center, Lift Line Transportation, Meals on Wheels, Mountain Community Resources, and WIC Nutritional Program.