



July 30, 2015

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### **World Breastfeeding Week is observed Aug. 1 - 7**

The Kane County Health Department joins with the Kane County Breastfeeding Coalition and the World Alliance for Breastfeeding Action (WABA) to advocate for the benefits of breastfeeding during World Breastfeeding Week, Aug. 1 through Aug. 7. The theme for this year's annual observance is: "Let's Make it Work!"

This year's World Breastfeeding Week calls for concerted global action to support women to combine breastfeeding and work. Research shows that breastfeeding improves short and long term maternal and child health. Breast-fed babies receive everything they need for healthy growth and brain development, including protection from respiratory infections, diarrheal disease, obesity and non-communicable diseases such as asthma and diabetes.

Locally, the Kane County Breastfeeding Coalition is comprised of members from diverse aspects of the community, including the local hospitals, community health centers, WIC Programs, the Kane County Health Department, private lactation consultants and community groups that promote breastfeeding.

Objectives of World Breastfeeding Week 2015:

1. Galvanize multi-dimensional support from all sectors to enable women everywhere to work and breastfeed.
2. Promote actions by employers to become Family/Parent/Baby and Mother-friendly and to actively facilitate and support employed women to continue breastfeeding.

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3. Inform people about the latest global Maternity Protection entitlements, and raise awareness of the need to strengthen related national legislation and implementation.
4. Strengthen, facilitate and showcase supportive practices that enable women working in the informal sector to breastfeed.
5. Engage with target groups, e.g. with trade unions, workers ' rights organizations, women's groups and youth groups to protect the breastfeeding rights of women in the workplace.

For more information about World Breastfeeding Week, visit the WBW site at [worldbreastfeedingweek.org](http://worldbreastfeedingweek.org). More information about the Kane County Breastfeeding Coalition is available by visiting [www.kanehealth.com/breastfeeding.htm](http://www.kanehealth.com/breastfeeding.htm).

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