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Sub Title: Breastfeeding Friendly Child Care Centers

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UWO Children's Learning and Care Center Designated as Breastfeeding Friendly

The Winnebago County Health Department (WCHD) is pleased to announce the University of Wisconsin Oshkosh Children's Learning and Care Center has been designated as Breastfeeding Friendly. This designation means that the center has established a supportive breastfeeding environment that includes a private, comfortable area for breastfeeding mothers to nurse or pump, it has adopted policies that support breastfeeding moms and its staff has been trained in how to handle breast milk.

Why is this important? 84% of pregnant mothers plan to breastfeed after delivery but upon returning to work many mothers stop breastfeeding. While the United States rates of breastfeeding are improving more than half the states (Wisconsin included) have not met the duration or exclusivity goals set in Healthy People 2020 (source: [2016 Breastfeeding Report Card](#)). Creating environments that make the transition easier will help mothers continue breastfeeding long after returning to work.

The foundation for healthy eating starts at birth with breastfeeding. Breastfeeding provides long-lasting health benefits for mothers and babies such as protection from infections and chronic diseases and lowering a baby's risk of obesity and SIDS. Enrolling infants in a designated breastfeeding friendly child care center allows mother to return to work without the worries of whether or not to continue breastfeeding. Instead, these mothers are able to develop a meaningful relationship with well-trained, confident staff equipped with the necessary tools to support their breastfeeding decision.

Allison Lavery Montag, International Board Certified Lactation Consultant (IBCLC), and WIC Peer Counselor at Winnebago County Health Department states, "The WCHD is dedicated to this work because these critical changes help to normalize and encourage breastfeeding in our community. We have experts on staff to help moms that are breastfeeding or considering breastfeeding get answers and support." WCHD would like to see all child care centers in Winnebago County be designated "Breastfeeding Friendly".

WCHD is excited to offer assistance to other centers that wish to become breastfeeding friendly. For more information call Winnebago County Health Department at (920) 232-3000, or email us at health@co.winnebago.wi.us. You can also check out our website at www.winnebagohealth.org. Look for the "Ten Steps to Breastfeeding Friendly Child Care Centers" Resource Kit.

For public relations and media concerns contact WCHD's Communication Specialist:
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