



HEALTH SERVICES AGENCY

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FOR RELEASE: IMMEDIATE

DATE: July 31, 2014
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**Stanislaus County Women, Infants, and Children (WIC) Program
Celebrates World Breastfeeding Week August 3-9**

WHAT: The Stanislaus County Health Services Agency Women, Infants, and Children (WIC) program is joining a worldwide celebration to encourage breastfeeding and improve the health of babies around the world and here at home. Around 500 WIC participants are expected to attend the outdoor event at the Community Services Facility transforming the front sidewalk into a resource exhibit space and a fun place for families.

The celebration will feature a breastfeeding lounge, health screenings, and informational booths designed to raise awareness about breastfeeding and community resources. Approximately fifteen organizations will be attending.

The awareness event is being held in conjunction with the World Health Organization (WHO) and the United Nations International Children's Emergency Fund (UNICEF). This year's theme "Breastfeeding: A Winning Goal for Life" showcases the progress made towards reaching the Millennium Development Goals—a set of goals developed by the United Nations in 2000 to promote healthy and sustainable development around the world.

Breastfeeding is the best way to provide newborns with the nutrients they need and can help reduce child mortality, improve maternal health, and ensure environmental sustainability. WIC is a federally funded health, nutrition and supplemental food program that help pregnant and postpartum women, infants, and children under five to eat well and stay healthy.

WHEN: **Wednesday, August 6, 2014**
9:00 AM-1:00 PM

WHERE: **Community Services Facility (sidewalk outside Family Services building)**
251 E. Hackett Road
Modesto, CA. 95358

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WHO: Sponsors and participating agencies include: Stanislaus County Health Services Agency WIC Program, Stanislaus County Health Services Agency, Nutrition Education and Obesity Prevention Program (NEOP), La Leche League of Stanislaus County, Stanislaus County Department of Child Support Services, Health Net, Health Plan of San Joaquin, Modesto Gospel Mission, Paratransit, California Highway Patrol, Central Valley Opportunity Center, Stanislaus County Office of Education, Stanislaus County Library, Parent Resource Center, Modesto Pregnancy Center, Center for Human Services-Oakdale Family Resource Center, and Golden Valley Health Centers.

VISUALS: Babies being weighed at weighing stations, a variety of health screenings, informational resource booths set up on the sidewalk, face painting for children, fire truck showcased for children; 500 participants from the WIC program are expected to attend. NEOP will staff a nutrition education and physical activity booth.