

Harris County
HCPHES
Public Health & Environmental Services

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HCPHES Celebrates World Breastfeeding Awareness Month

August is World Breastfeeding Awareness Month. Harris County Public Health & Environmental Services (HCPHES) is proud to partner with the Texas Department of State Health Services (DSHS) and other health organizations to encourage more women to breastfeed their babies exclusively until they are six months old and supplement breast milk with solid foods until the baby's first birthday or longer.

When it comes to breastfeeding, every ounce counts towards the health of mom and baby. That is why this year's theme for World Breastfeeding Month is ***Every Ounce Counts: Helping Moms Achieve their Breastfeeding Goals***. Currently, about 75% of women in Texas initiate breastfeeding but only 11% are breastfeeding exclusively at six months. According to a 2009 survey, only 48% of moms enrolled in the Supplemental Nutrition Program for Women, Infants and Children (WIC) said they were able to breastfeed for as long as they wanted.

Christie Kennedy, Chief of Nutrition and WIC Services at HCPHES states, "Moms are faced with new challenges as their breastfed infants grow. Often times, it is the compassion provided by family, friends, health care providers, and communities that supports a lasting duration of the breastfeeding relationship. Harris County is committed to increasing public support and acceptance of breastfeeding as the infant feeding norm."

To join HCPHES in celebration of World Breastfeeding Month, contact an HCPHES WIC Center for community activities scheduled in the area or call 713.407.5800.

For more information about World Breastfeeding Month, visit our website at www.hcphes.org or the Texas Department of State Health Services at www.dshs.state.tx.us.

About WIC:

Women, Infants & Children (WIC) is a nutrition program sponsored by the Texas Department of State Health Services which helps pregnant women, new mothers, and young children eat well, learn about nutrition, and stay healthy. WIC provides nutrition and breastfeeding education and counseling, nutritious foods, and access to health care for low-income women, infants, and children through its Special Supplemental Nutrition Program. Eligible breastfeeding mothers can receive breast pumps, breastfeeding supplies and peer-to-peer counseling through the WIC Program.

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