

## Amazing Superfood Product Cuts Healthcare Costs and Saves Lives!

Imagine that someone had discovered a new **superfood** to *feed* and *immunize* everyone on earth. Now imagine that it was readily available everywhere, needed no storage or delivery and even reduced the risk of cancer and obesity. Next, imagine that the world refused to use it – crazy isn't it? This **superfood** is human breast milk, available to every child at birth, and sadly many babies are not getting it.

The month of August has been dedicated to breastfeeding awareness. All major health care providers including, The American Academy of Pediatrics, endorse human milk as the normal food for human infants. The growth and development of the breastfed baby is the standard by which all infant growth and development should be measured. Research done by the Save the Children fund, estimates that 830,000 newborn deaths could be prevented if every infant were given breast milk in the first hour of life. They also found that worldwide, 92 million children under six months of age – two out of three babies – are either artificially fed or fed a mixture of breast milk and other foods. Hocking County, this is a call to action!

In Hocking County our breastfeeding initiation rate is 59.6%! That is up from 49.4% in 2011! All over the world, from August 1-7, breastfeeding will be celebrated during World Breastfeeding Week. This year's theme is Breastfeeding Support: Close to Mothers. Tying into this theme, we have noticed that mothers report that lack of societal support and approval is one big reason they choose not to breastfeed. Hocking County WIC encourages all mothers to breastfeed. We act as a resource, support, and education center for all mothers, and we especially advocate for breastfeeding. We look for breastfeeding to be considered the norm in the near future. It is a reachable goal! Communities are encouraged to show mothers and their families that they are breastfeeding friendly. Keep an eye out for businesses in Logan who are sporting newly painted windows promoting the greatness of breastfeeding! The Hocking County Health Department WIC program invites all businesses and residents of Hocking County to show their support for breastfeeding by displaying the International *Breastfeeding Welcome Here* symbol which are given away at the Hocking County Health Department WIC Office located at 350 St. Rt. 664 N., Logan, OH 43138. Please call WIC at (740) 385-3030 ext.229 for more information about how you can support breastfeeding mothers and families in our community. Anyone who would like more information on breastfeeding and/or WIC is encouraged to call as well!