



ALAMANCE COUNTY Health Department

319 North Graham-Hopedale Road Suite B
Burlington, NC 27217-2995
www.alamance-nc.com/d/health

Stacie Turpin Saunders, MPH
Health Director

(336) 227-0101
FAX (336) 513-5593

FOR IMMEDIATE RELEASE
August 29, 2018

Contact: Nicole Alston
Office: (336) 513-4872

Alamance County WIC Celebrates Black Breastfeeding Week

BURLINGTON - All are invited to join in a celebration in honor of Black Breastfeeding Week, which will take place August 25th through August 31st at Alamance Regional Medical Center (ARMC). Black Breastfeeding Week was created six years ago to help recognize and change the gap in breastfeeding rates between white and black women. There are many reasons to focus on increasing the breastfeeding rate among black mothers during this weeklong celebration, such as the high rate of infant mortality, high rates of diet-related disease, lack of diversity in the lactation field, unique cultural barriers, and a lack of community resources where women of color can seek support.

This is the first year that Alamance County community partners have to come together to take part in the celebration of African American breastfeeding women. The theme this year is #LoveOnTop; lifting up children and women in unison throughout the nation. The Alamance County WIC Program, along with the Lactation Department at ARMC, is hosting a community-wide maternal and child health fair focusing on the health of African American women and their families, and the positive promotion of breastfeeding as a normal and important strategy for building healthy families. The event will be held in the educational classroom at ARMC on Friday August 31st from 10am-1pm. There will be raffle prizes and free food for participants, as well as breastfeeding and nutrition vendors.

The Alamance County WIC Program has one Internationally Board Certified Lactation Consultant and two Breastfeeding Peer Counselors, and the Breastfeeding Peer Counselor Program has been running for almost 10 years.

For more information about this event or for breastfeeding support please contact the Alamance County WIC Program at 336-570-6745.

##ACHD##



**Committed to Protecting and Improving the
Public's Health in Alamance County**