



News Release

FOR IMMEDIATE RELEASE

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Department of Public Health

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Health Department Celebrates World Breastfeeding Week

FAYETTEVILLE – The Cumberland County Health Department’s Women, Infants and Children, or WIC, program will celebrate World Breastfeeding Week, Aug. 1-7.

The WIC program will hold a Morning, Gather and Learn session Thursday, Aug. 3, at 8:30 a.m. at the Health Department building, 1235 Ramsey Street, for staff and community members interested in supporting breastfeeding mothers. The session will highlight the live webinar “The Impact of Social and Cultural Values on Breastfeeding Practice and Strategies to Address Disparities.” Registration is not required.

The WIC program will also participate in an event hosted by The Breastfeeding Coalition of Cumberland County, Saturday, Aug. 5 from 9:30 a.m. to noon, at the Cape Fear Valley Medical Center Rehabilitation building, 1638 Owen Drive.

The event will feature information about the importance of breastfeeding as well as offer attendees an opportunity to speak with representatives from community groups that promote breastfeeding and healthy children.

The Cumberland County WIC program encourages women to provide their infant the best nutrition possible through breastfeeding. Program participants are educated in breastfeeding and receive support from WIC Breastfeeding peer counselors before and after delivery.

WIC offices are located in Hope Mills, Spring Lake and at the Cumberland County Department of Public Health, 1235 Ramsey Street, which was awarded the “Breastfeeding Friendly Business Award” and the “Breastfeeding Friendly Workplace Award” from the North Carolina Breastfeeding Coalition. The awards recognize the health department’s support for breastfeeding patrons and employees.

In addition to WIC, the Health Department’s Women’s Health Clinic provides breastfeeding education to prenatal women and educational help and support to help women meet breastfeeding goals.

For more information about Cumberland County WIC, visit co.cumberland.nc.us/health/services/WIC.aspx.

World Breastfeeding Week is coordinated by the World Alliance for Breastfeeding Action, a global network of individuals and organizations concerned with the protection, promotion and support of breastfeeding worldwide.

If you would like more information about the Cumberland County Department of Public Health’s programs and services, health-related data, or community resources, please call 910-433-3600 or visit with someone at the

information desk, or visit our website at co.cumberland.nc.us/health.aspx#. Comments are welcome and can be submitted on our website at co.cumberland.nc.us/health/comment_form.aspx. The Health Department is located at 1235 Ramsey St. in Fayetteville.

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