



# Press Release



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For Immediate Release

July 28, 2023

## Women, Infants, and Children to Celebrate National Breastfeeding Month

Wichita Falls, Texas- Please join the Wichita Falls Women, Infants, and Children (WIC) program and the North Texas Area Breastfeeding Coalition in celebration of National Breastfeeding Month on August 4, 2023, from 10:00 AM to 1:00 PM at the Wichita Falls Public Library Room 205; 600 11<sup>th</sup> Street, Wichita Falls, TX 76301. This FREE event is open to all our expecting and breastfeeding parents in the community.

This celebration will feature several community partners, breastfeeding games, kid-friendly activities, food, drinks, door prizes and so much more! If they are on WIC, they will receive a free class pass to renew their benefits!

August kicks off National Breastfeeding Month, and [Texas WIC](#) is adopting the [World Alliance for Breastfeeding Action's](#) theme "Enabling Breastfeeding: making a difference for working parents." For many families, returning to work is a common concern and a barrier to breastfeeding. This year's theme aims to see the impact of the workplace environment from the parent's point of view. It also calls on a collective effort by community health workers, policymakers, employers, and communities to empower and support families and to establish and sustain breastfeeding-friendly environments.

Wichita Falls- Wichita County Public Health District WIC staff are trained to provide breastfeeding assistance and help families meet their breastfeeding goals. All major health organizations, including the American Academy of Pediatrics and the World Health Organization, endorse breastfeeding as the ideal first food for babies and recommend exclusive breastfeeding for the first six months and continued breastfeeding for two years or beyond. Breastfeeding is important for the health of mothers and babies and enhances the well-being of families.

Despite the recommendation to breastfeed exclusively for the first six months, fewer than half of Texas infants are exclusively breastfed through three months of age. Awareness and support by parents and the community are critical first steps in enabling mothers' efforts to breastfeed.

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