

Shasta County WIC

The WIC Breastfeeding Support Center in Shasta County held our annual World Breastfeeding Week Celebration at the Shasta Public Library on August 7th from 10:00 am to 1:00 pm (flyer next page).

Planned activities included demonstrations of baby wearing, cloth diapering, a baby wearing fitness class, and possibly live musical entertainment offered by participants of our program. The Diaper Derby was great fun last year! Door prizes included donated passes from the local Aquatic Center and misc. baby items. For the potluck lunch the mommies of the Shasta Moms Circle shared their recipes and highlighted the foods used in the recipe that are offered in the WIC food instrument.

As you know, the theme of World Breastfeeding Week for 2015 was **Breastfeeding and Work: Let's Make it Work!** The United States Department of Labor reports that 57% of the workforce is made up of women and that 70% of women with children under 18 participate in the labor force. Many women in our community are navigating maternity leave, insurance company coverage of breast pumps, family responsibilities and more. They need support and encouragement to make it possible to continue breastfeeding and offering expressed milk when returning to work or school.

Together with community partners we can help make life healthier, more manageable and enjoyable for the families in our county. Community partners joined us in celebrating and honoring our Shasta County breastfeeding families by setting up resource tables at this event! We also presented working mothers with certificates for their efforts.

Contact:

Sara Stone, IBCLC
WIC Breastfeeding Coordinator
Shasta County HHS
530-229-8457

Note: Shasta County WIC videotaped interviews with moms at this event. <https://youtu.be/t4i5RTzeqEU>

Shasta County WIC

World Breastfeeding Week Celebration and Diaper Derby!

Breastfeeding: Let's Make it Work!

Breastfeeding is an important beginning for developing healthy eating habits, good overall health and a reduced risk of obesity. Celebrate World Breastfeeding Week by working together to normalize breastfeeding for mothers in the home and mothers in the workforce and their employers.

Bring a potluck contribution for lunch, enter to **win prizes** in the Diaper Derby (crawling stage) and raffle drawings. Redding Aquatic Center passes will be given to all attending. Enjoy the day with family and friends while learning about community resources.

Friday, August 7th 10 a.m. - 1 p.m.
**Shasta Public Library Community
Room**

Potluck lunch!
Plates and flatware will be provided.



Registration for Diaper Derby required.
Call 229-8457 by August 4.

