

Santa Barbara County WIC Celebrates World Breastfeeding Week

In honor of World Breastfeeding Week the Santa Barbara County WIC Program hosted a breastfeeding celebration on August 6th at the Franklin Neighborhood Center, which also serves as a WIC satellite site in Santa Barbara. The event was to recognize WIC moms who are or have breastfed as well as raise awareness regarding breastfeeding. Numerous community organizations participated in the event by providing tables with information for families alongside WIC informative tables regarding risks of not breastfeeding and breastfeeding while going to work or school. WIC families and community members attended the event, during which they were able to snack on healthy foods, receive their WIC checks, enter prize drawings and listen to brief talks of encouragement from Congresswoman Lois Capps, Supervisor Salud Carbajal, and Supervisor Janet Wolf. As the event was coming to a close many WIC participants thanked the local WIC staff for putting on the event and talked about how grateful they were for everything WIC has done for them. The event was a great opportunity to show our participants how WIC is here for them and to continue building a bond with their families.

Community Organizations with informational booths:

- Maternal Child and Adolescent Health
- Family Service Agency
- Nutrition Education and Obesity Prevention
- William Sansum Diabetes Center – Semillas de Cambio Program
- Postpartum Education for Parents
- Food Bank

Highlights of Santa Barbara County WIC's Breastfeeding Program:

- Nationally recognized regarding two way texting program for breastfeeding promotion
 - Several presentation on topic including California WIC Association, National WIC Association conference, Los Angeles, Georgia, and Texas State WIC Conference
- Maintains one of the highest WIC breastfeeding rates in California
- 96% of WIC participants choose to breastfeed first month of life (averaged for the South Coast Area of Santa Barbara County)
- First in the US to use a two way texting program for breastfeeding promotion serving Gen Y
- Employs 6 International Board Certified Lactation Consultants and 25 Lactation Educators
- Loans breast pumps to participants for free

For more information, please contact:

Meg Beard MPH, MCHES, RDN, IBCLC at 805-681-5276 meg.beard@sbcphd.org

Or Susan Liles MS, RD at 805-696-112 susan.liles@sbcphd.org

For more information, see the Independent.com online article about the event. Photos were taken with permission by the Independent.

<http://m.independent.com/news/2015/aug/07/franklin-neighborhood-center-hosts-breastfeeding-c/>













