
CLEVELAND COUNTY

PUBLIC HEALTH CENTER

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August is National Breastfeeding Month

Help Cleveland County WIC Support Breastfeeding

SHELBY, NC – Happy National Breastfeeding Month! At the beginning of the month, we celebrated World Breastfeeding Week. World Breastfeeding Week is a global campaign that aims to inform, anchor, engage and galvanize action on breastfeeding and related issues. It takes a village to raise a child. Because breastfeeding parents face a multitude of challenges in providing the best care for their child during prenatal, labor, delivery, and postnatal periods; women need what the World Alliance for Breastfeeding Action (WABA) calls the Warm Chain of Support for Breastfeeding. To optimally breastfeed, women need their chain of support to include their families, friends, health services, workplace, and community. In light of the recent challenges of the COVID-19 pandemic, the focus of World Breastfeeding Week is on education and support, and we will take these objectives to celebrate breastfeeding all month long. The Cleveland County WIC program is calling upon all local leaders, healthcare providers, business leaders, and community members to step up by advocating to normalize breastfeeding and to create breastfeeding-friendly environments.

In celebration of National Breastfeeding Month, the Cleveland County Health Department's WIC program is sponsoring the following activities throughout the month of August:

- **Coloring Contest for All Ages:** Community members are encouraged to color and submit a breastfeeding coloring sheet for a chance to win 1 of 5, \$25 Gift Cards. Coloring sheets are available for pickup at the following locations: Shelby – Cleveland County Health Department, Dover YMCA, Library, Shelby Arts Council, Shelby Children's Clinic, Kintegra Pediatric, and Shelby Women's Care; Kings Mountain – Library, YMCA, Kintegra Family Medicine, Shelby Women's Care Kings Mountain, and Kings Mountain Children's Clinic; Boiling Springs – Ruby Hunt YMCA, Kintegra Family Medicine, Kidzcare Pediatrics, and Shelby Women's Care Boiling Springs.

All participants will be entered into 1 of 5 categories: preschool, elementary school, middle school, high school, and adult. One entry from each category will be randomly selected to win a \$25 Gift Card. Entries may be e-mailed to WIC.CCHD@clevelandcounty.com or be dropped off or mailed to:

Cleveland County Health Department
WIC Program
200 S Post Rd
Shelby, NC 28152

The deadline for submission is August 29, 2022.

- **Support Our Breastfeeding Moms:** Self-care and a supportive community are helpful for a successful breastfeeding experience. Nursing and pumping are physically and mentally demanding. If you know a mom who is breastfeeding or nursing, show your support by:
 1. Writing her a message, commenting on a photo or post where she talks about breastfeeding, or sending her an old-fashioned card in the mail.
 2. Making sure you take care of moms by ensuring they find time to take care of themselves.
- **Share Your “Brelfies” (Breastfeeding Selfie):** This is a campaign endorsed by the World Health Organization (WHO) to help break down stigma about breastfeeding in public and to spread the word about the importance of mother’s milk. If you’re a mom who pumps or expresses, you can participate by sharing images of yourself, or photos of your liquid gold. Post your photos on Facebook or Instagram with the hashtags #BRELFIGIE, #BRELFIGIES and #BRAVEBRELFIGIE to share your journey. Tag our Facebook page at WIC Program of Cleveland County to be entered for a chance to WIN a Facial and Mani & Pedi! The deadline to be entered is August 31st.
- **Step Up for Breastfeeding- Education and Support Walk:** **The walk will be held at the Court Square in Downtown Shelby, August 27th drop-in from 9:00 am – 11:00 am.** The walk will include 4 laps around the square to symbolize the objectives of World Breastfeeding Week: Inform, Anchor, Engage, and Galvanize. Various activities and refreshments will be available! Free t-shirts will be available to participants while supplies last. You are encouraged to **wear gold** to help symbolize breastmilk as “liquid gold.” All are welcome. We hope to see you there!

Please follow WIC Program of Cleveland County on Facebook for more information and updates!

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