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BEST FOR BABY

Special video showcases breastfeeding benefits and the WIC program



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Martin County, FL – Though it's the most natural process in the world, breastfeeding can be challenging for Moms. Overwhelmed by the challenges and lacking support, some Moms give up trying to nurse their baby and miss out on the physical and emotional benefits associated with breastfeeding.

Each year, Claudia Worley, a certified lactation consultant with the Florida Department of Health, Women, Infants and Children (WIC) nutrition program coordinates a community presentation to raise awareness about the benefits of breastfeeding. Past programs featured healthcare professionals and testimonials from Moms sharing encouragement and support. "With the COVID-19 pandemic, we had to change the way we provide education to the community, so we went digital and produced a video with testimonials from nursing Moms." said Worley.

Breastfeeding provides many benefits for mothers and babies. Research shows that children who are breastfed have lower rates of: obesity, asthma, ear and respiratory infections and sudden infant death syndrome (SIDS). Mothers enjoy a close bond with their baby, quicker post pregnancy weight loss and lower risks of breast and ovarian cancer.

The WIC program provides breastfeeding support as well as nutrition education, counseling, and nutritious foods for eligible pregnant women, breastfeeding and post-partum women, infants and children up to age five who meet eligibility guidelines. For more information, call (772) 221-4976.

Click here to learn more about WIC and watch the video:

<http://martin.floridahealth.gov/programs-and-services/clinical-and-nutrition-services/wic/index.html>

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