



Health and Human Services MEDIA RELEASE



FOR IMMEDIATE RELEASE

July 29, 2016

Local health officials promote breastfeeding support *August is National Breastfeeding Month*

SARASOTA COUNTY, FL—The Florida Department of Health in Sarasota County’s (DOH-Sarasota) WIC and Healthy Start Programs in partnership with the Healthy Start Coalition of Sarasota County, Healthy Sarasota County Collaborative and Healthiest Weight Florida have joined in promoting breastfeeding during August.

On Saturday, Aug. 6, the Healthy Start Coalition of Sarasota County, Inc. and the Breastfeeding Advocates of Sarasota County (BASC) will host "Latch On Sarasota!" Breastfeeding and pumping moms are encouraged to join these two "Latch On" events. The north county Latch-On event will take place at the Sarasota Farmer's Market at Lemon Ave. and State St. in Sarasota. The Latch On Sarasota – South event is at Hold Me Closer, 218 Harbor Drive S. in Venice. Registration for both events is at 9:30 a.m. with the actual events beginning at 10:30 a.m. The events will feature breastfeeding support workers, resource information and giveaways.



A list of ongoing support groups is provided in a resource list at the end of this release.

August is National Breastfeeding Month

Health officials say breastfeeding is an important way to help **every** child have a healthy start in life. Babies receiving only breast milk for the first six months of life are less likely to develop ear infections, diarrheal diseases, asthma, obesity and respiratory illnesses. Furthermore, breastfeeding for nine months reduces a baby’s odds of being overweight by 30 percent. Mothers also benefit from breastfeeding with a decreased risk for breast and ovarian cancers.

The Florida Department of Health, local partners and organizations, such as the American Academy of Pediatrics, strongly recommend babies exclusively breastfeed for the first six months of life and continue to breastfeed for one to two years.

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MEDIA NOTES:

DOH-Sarasota Media Contact:

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Website: www.sarasotahealth.org



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There are a variety of programs and resources to empower breastfeeding moms. Health professionals and peer counselors provide a range of services from right after birth at the hospital to breastfeeding support groups in the community as noted below:

Breastfeeding Support Groups	Contact Information
<p>Tuesdays, 11:30 a.m.-1 p.m. WIC in partnership with Lactation Love Breastfeeding Support Group Jacaranda Library 4143 Woodmere Park Boulevard, Venice</p> <p>First Saturday of each month, starting in August, 10 a.m.-noon Selby Library second floor conference room 1331 First St., Sarasota</p> <p>Second Wednesday each month, starting August 10, 1-2:30 p.m. North Port Library conference room 13800 Tamiami Trail, North Port</p>	<p>Arielle Ball DOH-Sarasota, WIC and Nutrition Services Arielle.Ball@FLHealth.gov 941-685-3324</p> <p>Jamee Thumm Healthy Start Coalition of Sarasota County jamee.thumm@gmail.com 941-373-7070 ext. 307</p> <p>Jamee Thumm Healthy Start Coalition of Sarasota County jamee.thumm@gmail.com 941-373-7070 ext. 307</p>
DOH-Sarasota WIC and Healthy Start	www.sarasotahealth.org , 941-861-2900
Healthy Start Coalition of Sarasota County	www.healthystartsarasota.org , 941-373-7070

About the Florida Department of Health

The department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts. Follow us on Twitter at [@HealthyFla](#) and on [Facebook](#). For more information about the Florida Department of Health please visit www.FloridaHealth.gov.

Sarasota County prohibits discrimination in all services, programs or activities.
View the complete policy at www.scgov.net/ADA/Pages/default.aspx

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