



DEPARTMENT OF HEALTH

News Release

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GOVERNOR

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WORLD BREASTFEEDING WEEK: AUGUST 1st – 7th, 2005

HONOLULU – The Department of Health (DOH) Women, Infants and Children (WIC) Program supports "World Breastfeeding Week", which will be celebrated in over 35 WIC clinics across the state from August 1st – 7th, 2005. World Breastfeeding Week is designated by the World Alliance for Breastfeeding and is observed in over 120 countries. This year's theme, "Breastfeeding and Family Foods: Loving and Healthy," focuses attention on the importance of continuing to breastfeed while introducing complementary foods (solid or semi-solid foods) after six months of age.

Only 17% of women in the United States breastfeed their children past their first birthday, according to the Centers for Disease Control (CDC). Although rates in Hawaii are at 25%, it is still much lower than the rest of the world. Worldwide, over 80% of children are breastfed during their first year, and about 50% of children are breastfed during their second year, according to the 2002 United Nations Special Session. The American Academy of Pediatrics recommends exclusive breastfeeding for a minimum of the first 4 to 6 months and introducing complementary food at around 6 months of age.

Hawaii WIC clinics will celebrate World Breastfeeding Week with a breastfeeding incentive program. During World Breastfeeding Week, WIC mothers who breastfeed will be rewarded with a larger food package and will be eligible to receive rewards such as a nursing drape or a baby T-shirt. Some may also qualify to borrow a breast pump, in order to continue breastfeeding when they are away from their child.

(more)

The Special Supplemental Nutrition Program for Women Infants, and Children (WIC), is a federally funded program which provides Hawaii residents with nourishing supplemental foods, nutrition education, breastfeeding promotion and health and social service referrals. The WIC program serves women who are pregnant, breastfeeding, or postpartum, and women with infants and children under age five who meet income guidelines and have a medical or nutritional risk.

For more information on participating in the WIC program visit www.hawaiiwic.com or call 586-8175 on Oahu or toll free 1-888-820-6425 from the neighbor islands.

For more information on breastfeeding support in Hawaii, visit the Breastfeeding Promotion Council of Hawaii website at www.breastfeedinghawaii.org.

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