



COBB & DOUGLAS PUBLIC HEALTH

For Immediate Release

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CDPH RECRUITS MOMS, BABIES FOR BIG LATCH ON

MARIETTA, Ga., August 4, 2011— In celebration of World Breastfeeding Week, August 1-7, Cobb & Douglas Public Health is encouraging local mothers to join thousands of nursing mothers and their babies throughout the nation to take part in the Big Latch On.

The event, which will be celebrated on Saturday, Aug 6, will be America's first synchronized nursing event in multiple locations, sponsored by Le Leche League USA.

Cobb & Douglas WIC Breastfeeding Services will join this effort, and will host the event at two locations: **Tramore Park** at 2150 East West Connector Austell, GA 30106 and **Douglasville Babies R Us** at 6875 Douglas Blvd Douglasville, GA 30135.

The Big Latch On will begin at 10:30 a.m. at both locations, with sign-in beginning at 10 a.m. "We're encouraging breastfeeding mothers to come out and join us in our effort to make history with other nursing women and their babies across the United States," said Rebecca Henson, Cobb & Douglas Public Health Breastfeeding Services Supervisor, Nutritionist, and nursing mother.

Cobb & Douglas WIC supports Breastfeeding as the standard feeding for infants on the WIC program. They also recognize that breastfeeding contributes to the normal growth and development of babies, and babies who are not breastfed are at increased risk of infant morbidity and mortality, adult obesity, diabetes, cardiovascular disease, osteoporosis, and premenopausal breast cancer and ovarian cancer (both mom and baby.)

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“We want to make sure that everyone recognizes that both mom and baby win when it comes to breastfeeding,” said Barbara Stahnke, Cobb & Douglas Public Health WIC/Nutrition Services Director. She also pointed out that, in addition to the obvious benefits to breastfeeding there also long term benefits. “One of the many reasons Cobb & Douglas WIC program supports breastfeeding is because it reduces the risk of breast cancer,” said Stahnke.

World Breastfeeding Week is celebrated in 120 countries and marks the signing of the WHO/UNICEF document *Innocenti Declaration*, which lists the benefits of breastfeeding, plus global and governmental goals.

The Big Latch On originally began in New Zealand. The first record for a single location in the USA was from Berkeley, CA in 2002 where 1,130 mothers breastfed simultaneously. The international record for one location is 3,738 mothers held by the Philippines in 2006. Since then, there have been several coordinated international events and in October 2010, 9,826 nursing mothers were recorded at 325 sites in 16 countries.

The World Health Organization recommends breastfeeding exclusively for the first six months of a baby's life to optimize these benefits, continuing to breastfeed for 2 years and as long thereafter as is mutually desired by mother and baby.

“Our hope is to bring more women together for this cause than ever before, not only to break a record but more importantly to educate them, and the entire community about the important benefits of breastfeeding,” said Henson.

For more information, or details contact Rebecca Henson at 770-514-2328 or Hollie Alvarez at 770-514-3119.

About Cobb & Douglas Public Health

Cobb & Douglas Public Health serves children, adolescents, and adults of Cobb and Douglas Counties in metropolitan Atlanta with personal health services, a pharmacy, prevention and health promotion programs, epidemiological investigations and health assessment, environmental health inspections and investigations, and emergency preparedness planning and response for natural and man-made disasters including bioterrorism. For information, visit www.CobbAndDouglasPublicHealth.org.