



## Public Health

Prevent. Promote. Protect.

Champaign-Urbana Public Health District

### FOR IMMEDIATE RELEASE

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## World Breastfeeding Week is August 1<sup>st</sup>-7<sup>th</sup>

*Breastfeeding Supplies Drive for World Breastfeeding Week*

CHAMPAIGN, IL – The Champaign-Urbana Public Health District (CUPHD) is excited to announce a new campaign launching August 1, 2022, to collect breastfeeding supplies for parents enrolled in the WIC Breastfeeding Peer Counselor program. This program provides support to expectant and postpartum parents to learn about breastfeeding and overcome obstacles they may face in their journey to accomplish their individual breastfeeding goals.

According to the [CDC's Breastfeeding Report Card 2020](#), 84.2% of Illinois babies start out breastfeeding. That number falls dramatically to 42.1% exclusively breastfeeding at three months, and only 23.9% exclusively breastfeeding by six months. The [American Academy of Pediatrics recommends](#) exclusively breastfeeding for six months and recognizes the health benefits of breastfeeding for longer durations, recently revising their recommendation of breastfeeding to two or more years postpartum, matching the long-standing [World Health Organization recommendation](#). Breastfeeding has short and long-term health benefits for both mom and baby. Breastfed babies get sick less often and have a [reduced risk](#) of asthma, eczema, ear infections, lower respiratory infections, diarrhea, vomiting, childhood obesity, childhood leukemia, Type 2 diabetes, necrotizing enterocolitis, and sudden infant death syndrome (SIDS). Adolescents and adults who were breastfed as babies [are also less likely](#) to be overweight or obese and have Type 2 diabetes. Breastfeeding [reduces a mother's risk](#) for breast cancer, ovarian cancer, high blood pressure, and Type 2 diabetes and is also associated with easier weight loss after pregnancy and reduced rates of depression.

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An Amazon wish list has been curated for virtual donations that will be sent directly to CUPHD to distribute to clients. Donations from this list can be made year-round. Products can also be donated in-person at CUPHD, August 1<sup>st</sup>-5<sup>th</sup>, at the WIC intake window inside the CUPHD main lobby.

**Ways to donate:**

- **Online:** [Amazon wish list](#)
- **In-person:** CUPHD; 201 W. Kenyon Rd., Champaign, IL
  - August 1<sup>st</sup>-5<sup>th</sup> at WIC intake window inside CUPHD main lobby
  - Window open 8:30am-11:00am and 1:00pm-4:30pm, Monday through Friday

**Items needed:**

- Breast pads, disposable or washable
- Milk storage bags
- Nursing pillows
- Nursing covers
- Lanolin or other nipple creams
- Self-care items, such as lotions, hand sanitizer, hair ties, makeup remover wipes, etc.

All items must be new and sealed in their original packaging.

For more information on World Breastfeeding Week, please visit:

<http://www.worldbreastfeedingweek.org/>