



FOR IMMEDIATE RELEASE

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Crow Wing County WIC celebrates World Breastfeeding Week

Breastfeeding support in the workplace benefits employers, moms and babies

The Crow Wing County WIC Program is celebrating Minnesota Breastfeeding Awareness Month in August and World Breastfeeding Week, Aug. 1 - 7.

The numbers tell the story. More than 80 percent of new mothers in Minnesota WIC choose to breastfeed, according to the Minnesota Department of Health, but only about 35 percent of them breastfeed their infants past six months. Challenges at work can make breast feeding difficult. In fact, the chief reason for the steep drop is a lack of workplace support for breastfeeding mothers.

Crow Wing County WIC supports breastfeeding by providing mothers with education and tools they need to overcome the barrier of going back to work. Breastfeeding mothers are urged to reach out to their employer before returning in order to establish break times and pumping location. This makes for an easier transition back to work for both the employee and the employer. [Federal](#) and [Minnesota laws](#) require employers to provide support for nursing employees to pump breastmilk at work.

More employers are realizing the benefits of providing accommodations for nursing mothers, such as increased employee loyalty, reduced turnover, and increased productivity. Businesses can also cut their health-care costs, as studies have shown that breastfeeding boosts an infant's immune system—meaning fewer trips to the doctor.

Businesses that support their breastfeeding employees are eligible for recognition by the Minnesota Department of Health as a Breastfeeding Friendly Workplace. Learn how your company can become a designated [MDH Breastfeeding Friendly Workplace](#). The web page offers a wide variety of resources for businesses, employees, and community organizations. Contact Crow Wing Energized for additional resources in becoming a Breastfeeding Friendly workplace.

“Ultimately, community support by family, friends, the workplace and the general public is essential for breastfeeding mothers. By working together we can meet the Healthy People 2020 goals, which benefits the entire community health wise, financially and environmentally.” said Erica Schmid, WIC Breastfeeding Coordinator.

The Crow Wing County WIC program can be reached at: 218-824-1073 or 218-824-1082 for direct breastfeeding support. Visit the Rock n’ Rest tent located in the Curling Building at the Crow Wing County Fair!

Our Vision: Being Minnesota's favorite place.
Our Mission: Serve well. Deliver value. Drive results.
Our Values: Be responsible. Treat people right. Build a better future.

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Community Services expends more than \$163 million dollars annually, of which 4.66%, \$7.6 million is funded by the county levy. In 2015, total program costs were \$163,133,479 with Medical Assistance programs being the highest spending area at \$110 million, or 67.5% of the total program costs. Social Service programs represent the second largest portion of the total at \$41.4 million, or 25.4%. Cash assistance programs were 6.3% of the total at \$10.2 million. While this is a large portion of the county budget we have seen a significant decrease. For example, from 2009 to our proposed 2017 budget, we have reduced tax levy dollars by \$1,209,306, a decrease of 14.3%.

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