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SEDGWICK COUNTY, KANSAS
COMMUNICATIONS

NEWS

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FOR IMMEDIATE RELEASE

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THE BUSINESS CASE FOR BREASTFEEDING

(Sedgwick County, Kansas) – In an effort to promote the positive aspects of breastfeeding and to encourage employers to create breastfeeding support programs, the *Business Case for Breastfeeding Training* is being brought to Sedgwick County. This training is sponsored by the Kansas Breastfeeding Coalition (KBC), Mother and Child Health Coalition, Northeast Wichita Healthy Start Initiative, and Sedgwick County Health Department.

The training will take place on July 27 and 28 at Wesley Medical Center in the Cessna Room, 550 N. Hillside St., Wichita, KS 67214. The training will take place from 8:00 am to 4:30 pm each day. Space is limited as a maximum of 60 participants will be admitted. Registrations accepted on a first come, first served basis. A waiting list will be started for future trainings. If you would like to attend or send someone from your worksite, please contact Martha Hagen at 785-291-3161 or email mhagen@kdheks.gov.

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The health reasons to breastfeed for both the infant and mother are well documented, showing that breastfed babies have a decreased risk of many childhood illnesses and infections. The Healthy People 2010 goals for breastfeeding are for 75% of women to initiate breastfeeding; 50% to continue for 6 months; and 25% to continue breastfeeding for one year.

Although more than 70 percent of women initiate breastfeeding, many do not continue, often because they have decided to return to work. Many women are unaware of practical strategies to combine breastfeeding with working. Many employers are not aware of how they can benefit from accommodating the needs of breastfeeding employees, or how easily this accommodation can be achieved. Employers who provide a supportive breastfeeding environment enjoy many proven benefits including:

- Lower health care costs
- Lower turnover rates
- Lower absenteeism rates
- Higher employee productivity and morale
- Positive public relations in the community as a “family friendly” business.

The Sedgwick County Health Department’s Women Infant and Children (WIC) program can provide you with more information on the importance of breastfeeding. Call 660-7444 or visit www.sedgwickcounty.org.

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