



Genesee County Health Department

Mark Valacak, M.P.H., Health Officer
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Date: July 31, 2015
Release: For Immediate Release
Contact Person: Dawn Scharer
Phone: 810.237.4607
RE: World Breastfeeding Week Showcases Genesee County Health Department's Successful Local Breastfeeding Program and its Accomplishments

Flint, MI – Breastfeeding in Michigan has increased over the past two years. The Biannual [Breastfeeding Rate and Duration Report](#), a point-in-time ad hoc report developed by the Michigan Department of Health and Human Services provides rates for WIC (Women, Infant and Children) agencies across the state. The current report shows an increase in breastfeeding in Genesee County over the past year and a 15% increase in breastfeeding initiation rate.

“This increase is not surprising when you consider the dedicated work done by GCHD’s WIC staff,” stated Genesee County Health Department (GCHD) Supervisor, Dawn Scharer of her WIC staff.

GCHD’s WIC staff is doing a tremendous job promoting the benefits of breastfeeding in this area. And -- besides educating residents of the benefits of breastfeeding, WIC staff also assists local businesses by helping them develop rooms dedicated to breastfeeding.

One of WICs most recent project was with the University of Michigan – Flint’s Women’s Educational Center. Working with University staff, WIC staff revamped their existing breastfeeding room with new décor and furniture. GCHD Supervisor, Dawn Scharer said, “The purpose of the partnership was to make over a designated room in the Women’s Education Center to encourage mothers to breastfeed their babies, which ultimately leads to healthy and happier babies for Flint and Genesee County, Michigan.” During World Breastfeeding Week (WBW), August 1-7, 2015, the breastfeeding room will be unveiled to the public.

Better Life Through Better Health

Floyd J. McCree Courts & Human Services Building ♦ 630 S. Saginaw Street, Ste. 4 ♦ Flint, Michigan 48502-1540

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Throughout WBW week GCHD's WIC staff will host events throughout Genesee County to celebrate breastfeeding and the public is welcome.

- August 4, 5 and 7: GCHD's WIC staff will celebrate breastfeeding moms by hosting a number of events at the following locations: August 4 at the Farmer's Market, August 5 at GCHD's Burton clinic, and August 7 at the Lunch Studio.
- August 4: During Project Fresh GCHD's WIC staff will debut its first magazine issue of *Latched, Let's Celebrate Breastfeeding!* You can also find a copy of *Latched* online at www.gchd.us.
- August 5: WIC breastfeeding moms are invited to a special event at GCHD's Burton clinic from 10 am to noon.
- August 7: A working mother and breastfeeding lunch and panel discussion at the Lunch Studio from 4:30 to 7:00 pm will conclude WBW week's events.

The GCHD would like to congratulate University of Michigan - Flint for leading the local effort to support Flint and Genesee County moms in their effort to grow healthier babies. If your organization would like assistance updating an existing room into a comfortable breastfeeding area, please contact, Genesee County Health Department Supervisor, Dawn Scharer at 810.237.4607.

The Genesee County Health Department is dedicated to serving residents of Flint and Genesee County to achieve Better Life Through Better Health.

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