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FOR IMMEDIATE RELEASE

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Washtenaw County Breastfeeding Coalition Seeks Nominations
Supporting Breastfeeding Employees and Customers is Good for Business

Ypsilanti, MI – The Washtenaw County Breastfeeding Coalition (WCBC), with the support of the Washtenaw County Public Health Department (WCPHD), is soliciting nominations from employers, breastfeeding employees, and customers for the 2010 Workplace Lactation Support Awards.

Choosing to breastfeed is one of the earliest and most important decisions a mother makes regarding her child’s health. Implementing a workplace lactation support program has many benefits both for the employees and customers, and for the company. The American Academy of Pediatrics in their 2005 Statement on Breastfeeding and the Use of Human Milk encouraged “employers to provide appropriate facilities and adequate time in the workplace for breastfeeding and/or milk expression.” Despite the importance of breastfeeding for the health of all children, some women believe that continuing to breastfeed is not compatible with returning to work. Many are faced with insurmountable obstacles in their workplaces and stop breastfeeding before they want to.

The Washtenaw County Breastfeeding Coalition, a group of organizations, businesses and individuals, working together to support, promote and protect breastfeeding in Washtenaw County, recognizes that many businesses support their breastfeeding employees and customers and they would like to honor those businesses.

With the recent passing of the health care reform reconciliation bill, the provision of reasonable break time and a place to express breast milk in the workplace is now federal law. If a company wants to improve their lactation support program or does not currently have a program in place, the WCBC has experienced and knowledgeable Workplace Lactation Specialists available to present 30-minute educational programs and/or advise them on establishing a program tailored for their specific workplace.

Nominations can be submitted by employers themselves, breastfeeding employees, or customers and are available online

at www.motherfriendlyworkplace.org. The deadline is July 15th, 2010. The winners will be announced during Michigan Breastfeeding Awareness Month at a public event on August 20th.

Contact Keleigh Lee at k@motherfriendlyworkplace.org or (734) 218-0348 for additional information.

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