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Chittenden County Celebrates World Breastfeeding Week

Events around town August 1-7 support infant health

BURLINGTON – In honor of World Breastfeeding Week, the Chittenden County community and local businesses will be celebrating breastfeeding during the first week of August. This year the theme is “Sustaining Breastfeeding Together.”

The Vermont Department of Health encourages breastfeeding, and supports nursing mothers through educational programs and initiatives. The Local Health Office in Burlington works one-on-one with new moms through breastfeeding classes and at its WIC clinics. The department also helps local businesses become Breastfeeding Friendly Employers. Other community supports for breastfeeding include nurses and lactation consultants at UVM Medical Center Birthing Center, and home visiting maternal and child health nurses through Children’s Integrated Services and the Visiting Nurses Association of Chittenden and Grand Isle Counties.

Here’s what Chittenden County has planned for World Breastfeeding Week:

- **The Big Latch On** – On Friday, August 4 from 9:00 a.m. – 12:00 p.m. at Sand Hill Park in Essex Junction, nursing mothers and their infants will gather to join breastfeeders worldwide for “The Big Latch On” in support of breastfeeding. The event is hosted by the Chittenden County Breastfeeding Coalition. Registration starts at 9:00 a.m. and the Latch On begins at 10:30. Plan to arrive early so you have time to register. For more information visit: https://biglatchon.org/apps/location-detail/?location_id=1018
- **Displays** – The community celebrates breastfeeding with displays in locations throughout the area:

- UVM Medical Center, The Frymoyer Resource Center and the Burlington WIC office will display information about the importance of breastfeeding support for success.
- Life-sized images of breastfeeding moms will be displayed in various locations at the Health Department located in the John J. Zampieri State Office Building in Burlington.
- **Social Media** – The Burlington Local Health Office [Facebook](#) page will be sharing positive photos of breastfeeding women — a healthy aspect of the lives of women and infants. Look for, like, comment and share!
Follow World Breastfeeding Week on Twitter: #WBW2017

For information about breastfeeding and why it's best for babies and moms, visit healthvermont.gov/breastfeeding.

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