News Release

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For Immediate Release
Contact: 518-565-4840

The Clinton County Breastfeeding Coalition is Normalizing Breastfeeding

Clinton County, NY June 8, 2021. A group of lactation professionals and advocates are taking to social media to promote and advance breastfeeding in Clinton County. The Clinton County Breastfeeding Coalition, comprised of over 10 community organizations and local moms, developed a campaign highlighting the ‘realness’ of breastfeeding and the fact that it may not always be easy, but it is always worth it. Social media followers can expect to see one post per month from June through November and will be able to interact by posting pictures of their nurslings with #ThisIsHowWeNurse.

Because of the well-documented health benefits of breastfeeding for infants, children and mothers, the six month social media campaign is focused on encouraging and supporting women to breastfeed their babies by normalizing this behavior in our community. KayLeigh Raville, Supervising Public Health Educator at the Clinton County Health Department and Chair of the Clinton County Breastfeeding Coalition, explains “Chances are, at some point each of us will know a mom who wants to breastfeed – support and encourage her to reach her goals. A little bit of encouragement from each of us can go a long way.” Raville continues, “Sharing this campaign on your social media is one small way you can contribute to a cultural shift in which we all view breastfeeding as normal, accepted and welcomed.”

The Clinton County Health Department (CCHD) began facilitating breastfeeding policy work and baseline breastfeeding data collection in 2013. This ground work has helped guide efforts to advance and normalize breastfeeding in our community over the past 7 years. With support from the New York State Department of Health’s regional Creating Breastfeeding Friendly Communities grant, over 100 worksites, 14 health care practices and 60 child care providers have adopted breastfeeding friendly policies and practices; 3 new baby cafés ® have been established and 2 new breastfeeding coalitions have been formed.

The number of resources in Clinton County also continues to grow thanks to the work of community partners and grant funding. Although some of these services may have switched to virtual platforms, women can seek help from International Board Certified Lactation Consultants (IBCLC’s) at the UVHN-CVPH Lactation Clinic and WIC office. WIC also has Certified Lactation Counselors (CLC’s) and breastfeeding peer counselors available. Healthy Families of the North Country has CLC’s available for home visits, phone or virtual consults. Pediatric offices are a great resource for families and most have CLC’s on staff. Families can also virtually attend Le Leche League and Nature’s Way Baby Café ® meetings weekly. Both of these models offer professional help at no cost as well as peer to peer support. Contact information for all of these services are located on the Clinton County Breastfeeding Resources document which can be found at www.clintonhealth.org/cbfc.

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“Persons who have any physical mobility or other needs, call the telephone number above to arrange for accommodations”
The increased support available to families is evident. Raville reports, “Between 2013 - 2017 CCHD saw an average 6.5% increase in Clinton County infants receiving breastmilk during their first year of life and a 35% increase in infants exclusively breastfeeding through 1 year of life.” She adds, “Although Clinton County has made great strides we are still well below NYS and Healthy People 2030 targets. The Clinton County Breastfeeding Coalition and its partners will continue to promote and advance breastfeeding in our community so our littlest residents can grow into healthy adults.”

About the Clinton County Health Department:

The Health Department is an accredited full service department serving the residents of Clinton County. The Health Department’s Mission is to improve and protect the health, well-being and environment of the people of Clinton County. Visit our website at www.clintonhealth.org or connect with us on Facebook (@clintonhealth), Twitter (@ClintonCountyHD), and Instagram (clintoncountyhealth).

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