



Paula Calkins Lacombe
Director of Public Health

133 Margaret Street
Plattsburgh, NY 12901

"Working Together for a Healthier Community"

Health Information Line

518-565-4490

Phone: 565-4840

Fax: 565-4717

www.clintonhealth.org

Clinton County Health Department Press Release "Breastfeeding Awareness Walk" July 22, 2008

The Clinton County Health Department's Eat Well Play Hard Program and WIC's Breastfeeding Program have joined together to organize this year's local Breastfeeding Awareness Walk. Mothers, children, fathers, grandparents, health care providers and friends will be walking throughout New York State and the nation in celebration of breastfeeding awareness. The theme of the 2008 World Breastfeeding Week is "***Mother Support, Going for the Gold...Everyone Wins.***"

Breast milk, recognized as the gold standard for infant feeding and the sole feeding method of choice for all babies for the first 6 months of life, is encouraged for all newborn babies. Successful breastfeeding requires community support, from family, employers and health providers. Healthy breastfed babies get a good start in life, reducing health care costs for everyone.

Eat Well Play Hard, a community based partnership devoted to assuring activity and **good nutrition for our children, supports breastfeeding and active families.** **Free pedometers** will be provided to the first **30 adult participants** of this year's walk to encourage the combination of activity and good nutrition.

When: August 1, 2008 at 11:45 a.m.

Where: Plattsburgh Trinity Park – Margaret Street

Details: The approximate 1 mile long walk will begin at noon from Trinity Park, and proceed up Cornelia Street, then back to the Clinton County Health Department at the Old Courthouse.

Following the walk, participants can enjoy a healthy fruit sundae in the second floor meeting room of the Clinton County Health Department, Courthouse at 133 Margaret Street. Walkers are encouraged to dress appropriately for the weather, rain or shine, and wear comfortable shoes. Strollers are welcome, and **pre-registration is NOT required.**

For more information please call the Clinton County Health Department WIC Breastfeeding Program at 565-4830, or visit the web site at www.clintonhealth.org.

Endorsed by: _____

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