**NEWS RELEASE**

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**Breastfeeding Friendly Child Care Centers**

A new initiative is underway to provide training and recognition status to child care centers to be identified as “Breastfeeding Friendly.” This initiative will help families in choosing the best care for their infants as parents return to work or school. To become recognized as a “Breastfeeding Friendly Child Care Center,” the business will need to meet 10 steps to show they promote and support breastfeeding in their child care center.

To determine the interest in Breastfeeding Friendly Child Care, input from area centers is needed. If you represent a child care center, please consider filling out a five minute survey at: <https://www.surveymonkey.com/s/BreastfeedingCenters>. The deadline for completing this survey is August 31, 2014. If you are unable to access the survey online, a hard copy can be obtained by calling 608-785-6423.

This initiative is being undertaken by the La Crosse Area Breastfeeding Coalition. The goal of the La Crosse Area Breastfeeding Coalition is to improve the health of the La Crosse area by working collaboratively to protect, promote and support breastfeeding. The coalition consists of representatives from Gundersen Health System, La Crosse County Health Department, La Leche League, Mayo Clinic Health System Franciscan Healthcare, Monroe County Health Department, The Parenting Place, and community liaisons.