FOR IMMEDIATE RELEASE

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The Washington County Breastfeeding Coalition receives award at

2014 Wisconsin Breastfeeding Coalition Summit

The Washington County Breastfeeding Coalition received a Gold level award at the annual Wisconsin Breastfeeding Coalition Summit on June 13, 2014 in Stevens Point. Jennifer Arvidson, Washington County Public Health Nurse & Chair of the Coalition said, “Our coalition was one of 9 coalitions’ who received the Gold award. We are honored to receive the Gold award in the first year of the Local Coalition Award Program.”

The Washington County Breastfeeding Coalition was established in 2009 with an overall goal of “working together to make breastfeeding the norm”. They are accomplishing their work through a collaboration of community partners from: Washington County Heath Department, Washington County WIC Program, UW-Extension, Washington County Human Services – Behavioral Health Division, West Bend Mutual, Just Between Friends, The Family Center of Washington County, and community representatives who have an interest in our work.

To receive the Gold award, the Washington County Breastfeeding Coalition submitted an application to a State committee. The application showcased our accomplishments in the areas of Infrastructure, Childcare, and Media. The Washington County Breastfeeding Coalition has been working heavily in the Childcare focus area for the past few years. They provide trainings to local child care centers to teach staff about the importance of continuing breastfeeding once baby starts coming to the center and how they can help support mom in her breastfeeding efforts. In the past 6 months, they have recognized Tuttle Creek Learning Center in Kewaskum and The Sycamore Tree in Hartford as being “Breastfeeding Friendly” Centers. The other two centers in Washington County who previously were recognized as being “Breastfeeding Friendly” are the Discovery Center at the Y in West Bend and The Y at Our Saviors Church in West Bend.

The Washington County Breastfeeding Coalition meets quarterly at the Public Agency Center in West Bend and welcomes new members at any time. The coalition is also always looking for more childcare centers and businesses interested in learning more about breastfeeding support for their patrons or employees. For more information contact Jennifer Arvidson, RN at 262-335-4464 or visit our website at www.co.washington.wi.us/chn/685.

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