



FOR IMMEDIATE RELEASE

NEWS from the
San Bernardino County Department of Public Health
and the California Women, Infants & Children

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August is National Breastfeeding Month

San Bernardino County, Department of Public Health's Women, Infants and Children (WIC) and Baby's Optimal Nutrition with Ultimate Support (BONUS) programs will be participating in several community and family friendly events planned throughout the county as part of National Breastfeeding Month in August. Events will include a resource fair, Milk Bank drives, and "The Global Big Latch On" all being organized by the Inland Empire Breastfeeding Coalition (IEBFC).

"Breastfeeding is the best way of protecting both infants and mothers from a great number of health conditions and diseases, and builds a foundation for life-long health and well-being," stated Maxwell Ohikhuare MD, Health Officer for San Bernardino County. "Many medical and health organizations recommend breastmilk for the first six months of life and continued breastfeeding for at least the first year of a child's life."

Both the WIC and BONUS programs encourage and provide breastfeeding support, which helps to remove difficulties that mothers might experience when they try to breastfeed. Breastfeeding supports the [County Wide Vision](#) of improving health and promoting wellness in the community.

Events are scheduled throughout the Inland Empire to promote the importance of breastfeeding for all babies, especially premature and at-risk infants.

- **The IEBFC resource fair on July 26, 2016, 9-11:30 am---** Kick off a month of August activities by connecting breastfeeding and childbirth resources with the community. The fair will be held at the Diocese of San Bernardino, 1201 E. Highland Ave. in San Bernardino.
- **Milk Drives on August 4-5, 2016, 9 am -2 pm--** Mothers can donate their extra breast milk and give a premature and an at-risk infant a fighting chance. Follow us on social media by searching **#iemilkdrive2016**. August 4 event at Arrowhead Regional Medical Center 400 N Pepper Ave in Colton and August 5 at Birth and Beyond Education Center 11215 Mountain View Ave, Suite 179 in Loma Linda.
- **"The Global Big Latch On"-- on August 5 and 6, 2016, at 10:30 am.** Women will gather together to breastfeed and offer peer support to each other. WIC participants are invited to join in this activity, which is being held within several of the local WIC clinics! Visit <http://biglatchon.org/> or contact your local WIC agency for more information on this event.

For more information about these events or the BONUS program, please call 909-388-5668. For the WIC program, please call 909-252-5170 or 1-800-472-2321. Click here for other [Public Health programs and services](#).