



West Virginia **Breastfeeding Alliance**
for healthier moms & babies

PRESS RELEASE

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West Virginia Governor to Proclaim World Breastfeeding Month

Charleston, WV –The West Virginia Breastfeeding Alliance, (WVBA), will celebrate World Breastfeeding Month, during a proclamation from Governor Joe Manchin, III scheduled for Thursday, August 6, 2010, 10 a.m. in the Governor’s Reception Room of the WV State Capitol. Breastfeeding supporters are invited to attend this event.

In 2009 figures from the CDC, (Centers for Disease Control and Prevention), West Virginia’s breastfeeding initiation rate is 58.8%, but drops off significantly in the weeks following delivery. The national average is at about a 75% initiation rate.

“With much national attention being focused on the importance of breastfeeding, West Virginia does not want to be left behind,” stated Stephanie K. Whitney, LC, MA, a WVBA Steering Committee member and Breastfeeding Coordinator for the WV WIC Program. “It’s time for West Virginia to lead in this effort for public health.”

“By attending this state-wide event and showing support for this important cause, mountaineers can take a stand for this public health issue.” said Yvonne K. Snyder, RNC, IBCLC and WVBA Steering Committee member.

The West Virginia Breastfeeding Alliance was formed in 2008 and welcomes new members to help further their mission. The mission of WVBA is to improve the health of West Virginians by working collaboratively to protect, promote and educate the community about breastfeeding. Additional information and membership applications can be found at www.wvbfa.com.

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