



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

PRESS RELEASE

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BUSINESSES, LOCAL COALITIONS AWARDED FUNDS

Mini-Grant Program Helps Support Moms, Families

Charleston, WV, August 1, 2011 – The West Virginia Breastfeeding Alliance, (WVBA), through the Healthcare Education Foundation of West Virginia received a grant from the West Virginia Department of Health and Human Resources, Office of Healthy Lifestyles to support breastfeeding efforts in workplaces throughout the state of West Virginia. As part of this grant, WVBA through HEFWV was able to offer mini-grants to businesses actively working on establishing policies and procedures to make or enhance accommodations for their breastfeeding employees. Funds were used to support or enhance efforts and activities related to establishing and encouraging breastfeeding support in the workplace.

WVBA was also able to offer mini-grants to local breastfeeding coalitions. The funds were used to support and/or enhance efforts and activities throughout various communities in West Virginia.

WVBA rolled out the mini-grant program in December 2010. Recipients completed their projects in May of 2011. Grantees included: Cabell-Huntington Hospital; Davis Memorial Hospital; HealthSouth Mountain View Rehabilitation Hospital; Preston Memorial Hospital; Valley Health Systems, Inc.; WV Wesleyan College; Central WV Breastfeeding Coalition; Greenbrier Valley Medical Center; Kanawha Lactation Association; Monongalia County Breastfeeding Task Force; North Central WV Breastfeeding Coalition; Ohio Valley Breastfeeding Coalition.

More information can be found by visiting www.wvbfba.com, including photos and brief updates from mini-grant recipients. The organization hopes to offer a similar program in the future as funds become available. In the meantime, in an effort to educate more worksites about the importance of being breastfeeding-supportive, the WVBA is available for presentations, trainings or questions related to this issue. WVBA will soon be acknowledging breastfeeding-friendly employers through a special on-line recognition program.

The West Virginia Breastfeeding Alliance was formed in 2008 and welcomes new members and supporters. The mission of WVBA is to improve the health of West Virginians by working collaboratively to protect, promote and educate the community about breastfeeding.

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