

FOR IMMEDIATE RELEASE

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CONTACT: Camen Hofer, WIC Program Supervisor
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Wisconsin Rapids, WI - Mayor Matt Zacher officially [proclaims the month of August as National Breastfeeding Month in Wisconsin Rapids](#), recognizing the vital role breastfeeding plays in the health and well-being of children, mothers, and families across the community.

The proclamation underscores the city's commitment to supporting and promoting breastfeeding-friendly policies, increasing access to breastfeeding education, and reducing stigma surrounding breastfeeding in public and in the workplace. It also aligns with national efforts to raise awareness and improve support systems for breastfeeding families.

"Breastfeeding is a foundational component of public health," said Mayor Zacher. "By designating August as National Breastfeeding Month in Wisconsin Rapids, we hope to encourage our entire community, from health care providers and employers to families and friends, to foster a supportive environment for breastfeeding parents."

Local organizations will be hosting events and sharing resources throughout the month to celebrate and inform residents about the benefits of breastfeeding and how the community can help support breastfeeding families. The [Wisconsin Rapids New Moms Group](#) will officially launch on Wednesday, Aug. 5, from 10:00 - 11:00 am at the Aspirus Riverview Hospital 3rd Floor Family Birth Place Conference Room. This free group provides a welcoming space for new and expecting parents to connect, ask questions, and receive support from lactation professionals and other families. Also, join Wood County WIC at the Wisconsin Rapids Downtown Farmers Market from 8 am - 1 pm on Thursday, August 6th. WIC staff will be available to share about the support they provide to WIC families. There will also be games and giveaways!

The American Academy of Pediatrics recommends exclusive breastfeeding for the first six months of an infant's life, and continued breastfeeding for up to two years or longer as mutually desired by the parent and child, alongside the introduction of appropriate complementary foods.

"Research suggests that breastfeeding lowers your [child's] risk of certain infections and diseases, including these:

- Ear infections,
- Asthma,
- Lower respiratory infections,

(MORE)

- Diarrhea and vomiting,
- Childhood obesity,
- Eczema,
- Type 2 diabetes,
- Childhood leukemia, or
- Sudden Infant Death Syndrome (SIDS).

For moms, breastfeeding can help you recover more quickly from childbirth. It can also reduce your risk for high blood pressure, certain breast and ovarian cancer and type 2 diabetes. Breastfeeding may also help you lose weight after childbirth” ([USDA WIC Breastfeeding Support](#)).

In addition to the well-documented health benefits for both mother and child, breastfeeding provides a wide range of additional advantages that extend far beyond the individual. Breastfeeding supports significant economic savings for families by reducing or eliminating the cost of infant formula and healthcare expenses. It fosters emotional bonding and connection, strengthening the parent-child relationship from the earliest days of life.

There are also important environmental benefits, as breastfeeding produces no packaging waste or manufacturing emissions, making it a sustainable and eco-friendly choice. In the workplace, supporting breastfeeding parents leads to increased employee retention, reduced absenteeism, and improved morale. At the community level, creating breastfeeding-friendly environments contributes to stronger, healthier families and promotes public health equity.

Recognizing and accommodating the needs of breastfeeding individuals in public spaces, workplaces, and healthcare settings is not only essential, but also a matter of cultural empowerment and social inclusion. Supporting breastfeeding affirms the rights of families and reflects a community’s commitment to nurturing the next generation.

National Breastfeeding Month is observed each August across the United States, promoted by the United States Breastfeeding Committee and endorsed by healthcare professionals nationwide.

For more information on local National Breastfeeding Month activities or lactation support resources in Wisconsin Rapids, follow Wood County WIC on Facebook here:

<https://www.facebook.com/WoodCoWisc.Health.WIC/> or visit Wood County WIC’s website at <https://www.woodcountywi.gov/departments/health/wic.aspx>.

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