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FOR IMMEDIATE RELEASE

Harvey County recognized as a “Community Supporting Breastfeeding”

Newton, KS, July 28, 2018 – Harvey County has received the “Community Supporting Breastfeeding” designation from the Kansas Breastfeeding Coalition, Inc (KBC).

Harvey County is one of nineteen communities in Kansas to receive this designation given to communities in Kansas who have built a culture of breastfeeding support. It recognizes communities that provide support through many sectors in the community as measured by the six criteria for this designation. The designation was presented by Brenda Bandy, Executive Director of the Kansas Breastfeeding Coalition.

According to Bandy, Harvey County received the designation, a “Community Supporting Breastfeeding”, for achieving a high level of community support for breastfeeding as outlined in the Coalition’s criteria. She said they provide support to breastfeeding families through their local breastfeeding coalition, hospital and breastfeeding support group. In addition, local businesses support mothers needing to nurse in public, employers support their breastfeeding employees and child care providers support their breastfeeding families.

Pointing out that many nursing mothers abandon breastfeeding when faced with obstacles because they lack support, Bandy said, “Harvey County has woven a net of support through which no mother will fall.” She cited research showing the importance of breastfeeding support throughout the community, not in just the health department or hospital. Adequate support for breastfeeding benefits the community through healthier

citizens, a stronger economy and healthier environment through savings in health care expenses, increased family connection and reduced post-consumer waste from formula tins. It is estimated Kansas could save \$156 million in health care costs and prevent an excess of eight deaths per year if 90% of Kansas families breastfed exclusively for six months.

"We want to shine the spotlight on communities who are making it easier for mothers to meet their breastfeeding goals and serving as an example to other communities in Kansas to follow suit," says Brenda Moffitt, Chair of the KBC Board of Directors.

All communities in Kansas are eligible for the "Community Supporting Breastfeeding Designation. Applications are available at <http://ksbreastfeeding.org/cause/communities-supporting-breastfeeding/> .

The Kansas Breastfeeding Coalition is a non-profit 501(c) 3 with the mission to improve the health and well-being of Kansans by working collaboratively to promote, protect and support breastfeeding. Membership in the Kansas Breastfeeding Coalition is open to the public.

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If you'd like more information about this topic, or would like to schedule an interview with Brenda Bandy, call (785) 477-4666 or email bbandy@ksbreastfeeding.org.