



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **Crow Wing County Community Service - Public Health Receives Breastfeeding Friendly Award**

Crow Wing County Community Services - Public Health has received a Breastfeeding Friendly Health Department Award from the Minnesota Department of Health (MDH) for its contributions to the health of mothers and their babies.

The designation acknowledges a county health department's commitment to acting as a model for the community by supporting healthy families and receiving the business benefits of supporting nursing mothers.

The county was recognized at the bronze level.

MDH recognizes county health departments, workplaces, maternity centers and child care facilities that have demonstrated their commitment to supporting breastfeeding mothers.

Breastfeeding is a foundational way to ensure that babies receive optimal nutrition during the first formative years of life. Studies show that infants who are breastfed have better health outcomes as they grow.

"Crow Wing County recognizes the importance of breastfeeding and the overall positive impact it has on our community health wise, financially and environmentally. We value the reward it provides to public health, such as lower healthcare costs, reduced chronic disease, and healthier moms and babies. It takes a village, so we highly encourage our local businesses and childcare centers to apply for their breastfeeding friendly designation as well" says Erica Schmid, WIC Breastfeeding Program Coordinator.

Awards are designated at gold, silver and bronze levels, which correspond to the number of steps an organization met in a 10-step process.

MDH's Breastfeeding Friendly recognition program is supported by the state Women, Infants and Children program (WIC) and the Statewide Health Improvement Partnership (SHIP).

To learn more about the application process for the Breastfeeding Friendly recognition program, visit [www.health.state.mn.us/breastfeedingfriendly](http://www.health.state.mn.us/breastfeedingfriendly).

**Our Vision:** Being Minnesota's favorite place.

**Our Mission:** Serve well. Deliver value. Drive results.

**Our Values:** Be responsible. Treat people right. Build a better future.

Community Services administers more than seventy federal and state benefit and assistance services and programs to residents in Crow Wing County. The Department is dedicated to providing excellent service and efficient management in performing its mission of promoting and protecting the health, well-being and self-sufficiency of all Crow Wing County residents.

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