

PENNINGTON & RED LAKE COUNTIES WELLNESS COALITION NEWSLETTER – August 2014



August is National Breastfeeding

Awareness Month Each year the World Alliance for Breastfeeding Action celebrates World Breastfeeding Week from August 1-7.

Their theme for 2014 is:

BREASTFEEDING: A Winning Goal - *for Life!*

Twenty two years ago the World Alliance for Breastfeeding Action (WABA) launched the World Breastfeeding Week (WBW) campaign to focus and facilitate actions to protect, promote and support breastfeeding.

One of the objectives for 2014 is:

To stimulate interest among young people of both genders to see the relevance of breastfeeding in today's changing world.

Breastfeeding Benefits Your Baby's Immune System

Human milk provides all the protein, sugar and fat your baby needs and it also contains substances that benefit your baby's immune system. These substances protect your baby against a variety of diseases and infections not only while he is breastfeeding but in some cases long after he has weaned. Formula cannot offer this protection.

From Healthychildren.org from the American Academy of Pediatrics, here are a few of their

Facts For Fathers About Breastfeeding

- Breastfed babies tend to be **healthier** than formula-fed babies—and you won't have to deal with bottles, expensive cans of formula, or other equipment. You will save money that you would have spent to purchase formula.
- Breastfeeding women use the weight (fat stores) they accumulated during pregnancy to produce breast milk.
- A mother's perception of her partner's attitude toward breastfeeding is one of the greatest factors influencing her decision to breastfeed.

- Women who breastfeed for more than twelve months during their lifetime tend to have lower risk of high blood pressure, high cholesterol, heart disease, and diabetes.
- A breastfeeding mother whose partner supports her by taking care of household responsibilities is likely to be more successful and keep breastfeeding longer, enjoy family life more, and have more energy left over for her adult relationships.
- The American Academy of Pediatrics recommends breastfeeding as the sole source of nutrition for your baby for about 6 months. When you add solid foods to your baby's diet, a mother can continue breastfeeding until at least 12 months. A mother can continue to breastfeed after 12 months if she and your baby desire.

The **International Journal of Childbirth Education** **April, 2014** states:

"Obesity rates among children have nearly tripled in the last 30 years. This epidemic has mothers and educators alike looking for ways to take preventative measures. The research provided by this publication aims to confirm the positive correlation of breastfeeding to obesity risk. Research found that 9-year-old children who were breastfed between 13 to 25 weeks displayed a 38% reduction in the risk of obesity, and those who breastfed for 26 weeks or more resulted in a 51% reduction risk."

Minnesota has state laws protecting the right of nursing mothers to breastfeed their baby in any public or private place the mother and child are allowed to be.

Inter-County Nursing Service does have a lactation consultant to call for any breastfeeding questions.



Increasing Physical Activity through Active Recess Workshop

A grant under Quin CHB in partnership with the Minnesota Department of Health will be offering a free Active Recess Training to all school districts in Kittson, Marshall, Pennington, Red Lake, and Roseau counties. The goal of the training is to provide the tools to encourage productive and active recess times, while trying to minimize discipline and bullying that tend to happen when recess is unstructured. The focus is to train school teachers and staff who are responsible for recess supervision. Currently there are 31 registered to attend at the Plummer site and 22 registered to attend the Grygla site. School districts who will be taking part of this wonderful training opportunity are Badger, GMR (Greenbush and Middle River), Grygla, Newfolden, Plummer, Roseau, Tri-County, Warren-Alvarado-Oslo, and Warroad. The trainings will take place on August 26 at the Plummer School from 12-3:30 pm and on August 27 at the Grygla School from 9 am – 12:30 pm.



Tweets from our Teens

Have you seen the teens commercial or heard the audio on the radio?

It's out, playing in the movie theatre ads at River Cinema in EGF started August 1 and goes to Jan. 31 on 15 screens daily.

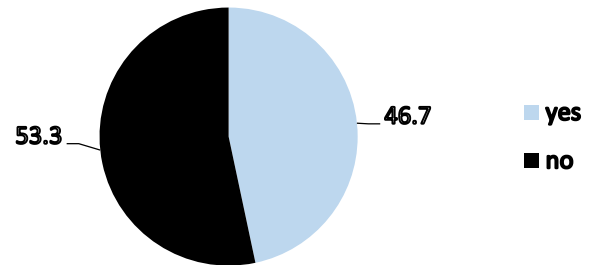
The commercial is airing on Midcontinent channels: ESPN, TNT, PBS, USA, ABC Family, Food Network, ESPN 2, Spike TV and Discovery.

And the audio is on the radio here on our local stations and XL93.

Youth Tobacco Survey

Last spring a survey of local school middle and high schools students in our region showed:

I notice tobacco being used at ballfields?



Parenting Tips

More from Healthychildren.org from the American Academy of Pediatrics:

Facts For Fathers About Breastfeeding

- Babies' brain development depends on frequent verbal, physical, and emotional interaction with a familiar, loving caregiver. Babies need to be sung to, rocked, and played with as much as they need time breastfeeding. The baby needs these things and they will not spoil her.
- Eye contact between parent and infant is important for infant development. Mother and baby frequently make eye contact during breastfeeding. The non-breastfeeding partner can maintain eye contact while changing her diaper, giving her a bath, and playing with her.
- Growing children benefit from experiencing the different but complementary parenting styles of two different adults.

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