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For Immediate Release

MCHD WIC holds Baby Buggy Stroll for Breastfeeding Awareness in Bridgeport

BRIDGEPORT, WV (July 29, 2021) — Breastfeeding offers plenty of benefits for both the mother and baby. It is the perfect nourishment, specifically tailored for each child while promoting postpartum recovery for mom. And because of its sheer convenience, breastfeeding can be the best option for any mom on the go.

But even though breastfeeding in public is protected by federal and state law, there is still some discomfort in the practice.

In order to promote breastfeeding awareness and provide access to resources about the practice, the Ninth Annual Baby Buggy Stroll will be held from 10 a.m. to noon Wednesday, Aug. 4 at Meadowbrook Mall in Bridgeport.

The event will be returning after being canceled in 2020 because of the COVID-19 pandemic.

Participants of this year's Baby Buggy Stroll will receive a goodie bag and list of merchants who are giving away small gifts and discounts. The event will offer door prizes to participants, including a stroller, a pack-and-play, breastfeeding pillows and other items. Door prizes will be drawn every 15 minutes, sending a text message to moms who will then be able to pick their prize.

The walk is presented by Monongalia County Health Department's Women, Infants and Children (WIC) program in Harrison County along with the North Central West Virginia Breastfeeding Coalition, the Helping Appalachian Parents and Infants Project (HAPI) and Café A La Mom. All of these programs are offered in support of breastfeeding moms or any mom in need of support.

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Angie Rebrook is the breastfeeding coordinator for MCHD WIC, a short-term intervention program designed to provide quality nutrition and breastfeeding counseling and education, health monitoring and nutritious foods.

“We offer all different aspects of support for breastfeeding, whether it is promoting, educating or supporting moms and giving them a good foundation so they don’t feel like they are in this alone,” Rebrook says.

In addition to meeting income guidelines, those who would qualify for WIC are:

- Pregnant women;
- Women breastfeeding an infant up to the infant’s first birthday;
- Postpartum women up to six months after delivery or end of pregnancy;
- Infants up to their first birthday;
- Children from age 1 until their fifth birthday.

Income guidelines are updated yearly and are generous. Gross annual income for a family of one is \$23,828 or under; for two, \$32,227; for three, \$40,626 and for four, \$49,025. The full list is available at monchd.org/wic-eligibility-guidelines.html.

The Baby Buggy Stroll is held in conjunction with August’s National Breastfeeding Month and World Breastfeeding Week, which this year is Aug. 1-7. This year’s theme for World Breastfeeding Week is Protect Breastfeeding: A Shared Responsibility. The World Alliance for Breastfeeding Action (WABA) is focusing this year on how breastfeeding contributes to the survival, health and well-being of all, which is very fitting for this year’s community event.

Breastfeeding provides the baby with important antibodies and ideal nutrition for your baby, and promotes a healthy weight. Studies have shown it may even make children smarter.

Besides all the benefits for babies, breastfeeding also provides mothers with numerous health benefits, like lowering risk for disease, helping the uterus contract after birth.

“It’s also a great way to bond with your little one,” Rebrook said.

MCHD WIC breastfeeding counselors provide advice and handy tips for new mothers, which not only include how to get the baby to latch on to mom’s breast, but also how to feel comfortable doing it in public.

“Moms need to be able to be more comfortable breastfeeding in public without feeling judged about something that is so natural and normal,” Rebrook said.

The media is invited to attend the stroll to provide coverage. Call Mary Wade Burnside to coordinate interviews and/or a visit.

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