



Public Health
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Henderson County Department of Public Health

Steven E. Smith, MPA, Health Director | Diana Curran, MD, Medical Director

1200 Spartanburg Highway, Suite 100, Hendersonville, NC 28792

Main Phone: (828) 692-4223 | Administration FAX: (828) 697-4709

Clinic FAX: (828) 697-4691 | Communicable Disease FAX: (828) 697-4504

FOR IMMEDIATE RELEASE

Media Inquiries Please Contact:

Kim Horton 828-694-6064

khorton@hendersoncountync.org

Breastfeeding Award of Excellence recognizes WIC's support to clients

Hendersonville, NC (November 27, 2018) – The Henderson County Women, Infants and Children (WIC) Program was recently given the Breastfeeding Award of Excellence by the United States Department of Agriculture (USDA). This award highlights WIC's successful breastfeeding program, effective peer counseling, exceptional breastfeeding support, promotional activities and strong community partnerships. Henderson County WIC received Gold Premier level designation and was one of only 12 agencies in the United States to receive this award in 2018.

"We are thrilled to receive this award two years in a row, but it wouldn't have happened without the supportive environment of our excellent staff," said Lori Bradley, breastfeeding program manager. "We encourage all women to breastfeed, and we strive to give our WIC moms the best support possible to build their confidence."

Bradley stated that research shows that "mother's milk is the first and best nutrition for infants." The Breastfeeding Program provides evidence-based education, one-on-one support to clients and community activities for breastfeeding moms to connect with each other.

The USDA developed the award to highlight model breastfeeding programs, motivate local agencies and clinics to strengthen their breastfeeding promotion, support activities and increase breastfeeding initiation and duration rates among WIC participants.

For more information about the Breastfeeding & Peer Counselor Program, which supports both English and Spanish participants, call the breastfeeding coordinator at 828-694-6023 or visit hendersoncountync.gov/health and click on the Nutrition link under Services. The program includes a board-certified lactation consultant, breastfeeding peer counselors and WIC nutritionists who are certified breastfeeding educators.

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