



Public Health
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Henderson County Department of Public Health

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FOR IMMEDIATE RELEASE

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Health Department and WIC receive Mother-Baby Friendly Clinic Award for outpatient healthcare clinic

Hendersonville, NC (August 14, 2019)—The North Carolina Breastfeeding Coalition (NCBC) has awarded the Henderson County Department of Public Health and WIC Program the Mother-Baby Friendly Clinic Award for outpatient healthcare clinics. WIC joins a growing number of awardees committed to evidence-based, high-quality breastfeeding support.

This competitive award signifies excellence in support for breastfeeding families. Providers must:

- Complete advanced education in lactation support,
- Provide quality patient education to ensure that mothers achieve their infant feeding goals, eliminate all advertising from infant formula manufacturers, and ensure that their patients have access to breastfeeding support in the community.

The Health Department's Breastfeeding Peer Counselor Program offers breastfeeding education and assistance by a board-certified Lactation Consultant, breastfeeding peer counselors, and WIC nutritionists who are Certified Breastfeeding Educators.

For more information about the Breastfeeding Peer Counselor Program, please contact the Breastfeeding Program Manager Lori Bradley at 694-6027 or visit HendersonCountyNC.gov/health/page/breastfeeding-peer-counselor-program.

Founded in 2005, NCBC brings together health care providers, agencies, organizations, individuals, families and all other breastfeeding advocates to support, protect and promote breastfeeding in the state of North Carolina. NCBC's vision is to ensure that exclusive and continued breastfeeding is the norm in North Carolina. For more information about the North Carolina Breastfeeding Coalition, visit <http://ncbfc.org/>

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