

PUBLIC HEALTH HIGHLIGHT: AUGUST IS BREASTFEEDING MONTH

August is National Breastfeeding Month. This year's theme "Nourish, Sustain, Thrive" highlights the importance of protecting, promoting, and supporting lactation practices and policies. Breastfeeding provides numerous health benefits and helps build strong relationships between parents and their children. Human milk is:

- Rich in nutrients and provides easily digestible proteins and carbohydrates.
- Provides many essential fatty acids necessary for brain development, antibodies, and other elements to help fight infection and stimulate the immune response, and probiotics for a healthy gut biome.
- Reduces the risk for certain chronic health conditions, including asthma, obesity, or type 1 diabetes in babies.
- Breastfeeding also provides health benefits for mothers, including reducing risks for breast cancer, ovarian cancer, or type 2 diabetes.

Many people want to breastfeed, but they may encounter many barriers to doing so successfully or for as long as they desire. Some of the largest obstacles include a lack of support for breastfeeding at work or with childcare facilities.

RCPH recognizes the importance of human milk feeding. We provide breastfeeding-friendly technical assistance to worksites and childcare sites, including training and recognition. For a childcare or worksite, being breastfeeding-friendly means, at a minimum, having a designated space for pumping/feeding and having a policy that supports breastfeeding parents. For childcares, we follow the [10 Steps to Breastfeeding Friendly Childcares from the Wisconsin Breastfeeding Coalition](#) to ensure employees know how to support parents and are educated on human milk storage, handling, and feeding.

Supporting breastfeeding also has many benefits for businesses. Employers who provide a supportive environment to help women continue breastfeeding after childbirth enjoy many proven benefits that directly affect their bottom line, including:

- Lower health care costs
- Lower turnover rates
- Lower absenteeism rates
- Higher employee productivity and morale
- Positive public relations in the community as a “family friendly” business
- Compliance with the FSLA “PUMP Act” and title IX

If your business or childcare site would like to work with RCPH to be recognized as breastfeeding-friendly, please reach out to Public Health Nurse janalyn.eisele@co.rock.wi.us or call (608) 757-5440.

IN THE COMMUNITY



Healthy Rock Wisconsin

Rock County Public Health (RCPH) and the [Health Equity Alliance of Rock County \(HEAR\)](#) partnered with local organizations to showcase county-specific data on one centralized website called Healthy Rock. [Healthy Rock](#) features a variety of local health data. Having access to local data can help engage residents and organizations in local decision-making.

Healthy Rock will be updated each quarter. Stay up to date with data and new strategies by signing up for the [Healthy Rock Newsletter](#)! We hope Rock County residents and local organizations will find this tool helpful in learning about the health and wellbeing of their community.

Overdose Awareness Walk

Join us at the [Rock County Overdose Awareness Walk](#) on August 31 from 2-5 p.m. at Riverside Park in Beloit.

This annual event raises awareness about overdose, and provides opportunities to share stories of recovery and remember those we have lost to overdose.

There will be booths, speakers and a walk with photos of loved ones lost to overdose. Together we can stop overdoses in Rock County!



INTERNATIONAL OVERDOSE
AWARENESS DAY
AUGUST 31 2024

IN THE MEDIA



E. Coli Awareness

We thank our partners at [WKOW](#) and [WCLO](#) for bringing attention to the high E. coli levels RCPH located in several recreational waters including the Yahara River, Badfish Creek, Turtle Creek, the Rock River, and some small streams in July.

E. coli is a bacteria that is natural in surface water, but at high levels, it can be an indication of a risk of exposure to pathogens that can cause gastrointestinal illness. Those most at risk to develop illness are children, the elderly, and people with compromised immune systems. The main risk is through ingestion of the contaminated water.

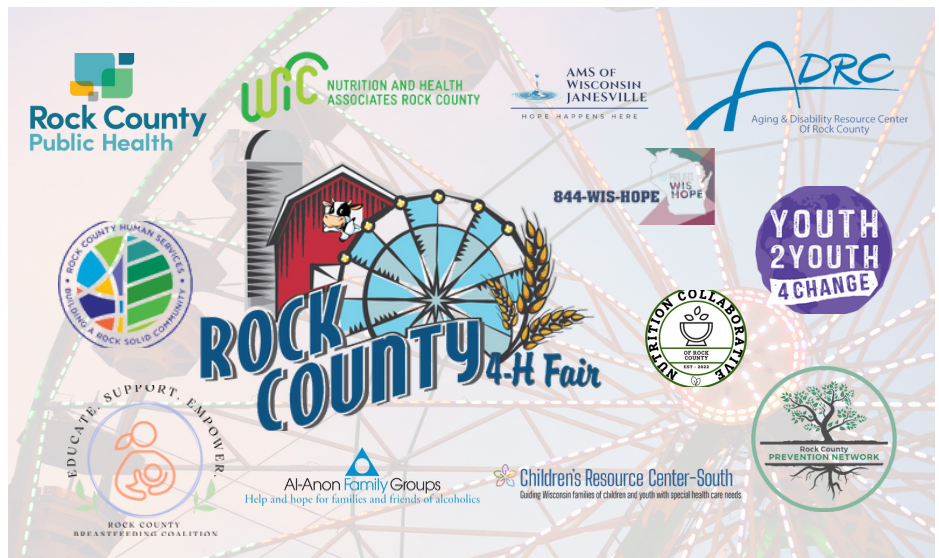
E. coli levels have returned to a seasonal normal with less rain and runoff in August. For more information on the most recently tested recreational waters in Rock County: [Beach and Surface Water Sampling Results](#).

PARTNERSHIP SPOTLIGHT



Rock County 4-H Fair

Another Rock County 4-H Fair is in the books! Rock County Public Health, Human Services, and our many partners were part of the treasure chest of Rock County's best, providing services, education, and information to Rock County residents during the 4-H Fair in July. Throughout the week, we highlighted services provided to our residents, such as access to nutritional education, mental health services including CredibleMind, substance use treatment, prevention, and recovery, tick-borne illness prevention, and so much more.



Questions or feedback? We would love to hear from you! [Send us a message](#) on our website.

GET CONNECTED!