



NEWS RELEASE



For Immediate Release

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**(8/12/24) Southern 7 WIC/Breastfeeding Peer Counselor Program to Receive
Gold Breastfeeding Award of Excellence from the USDA
(Recognition Event to be Held August 14)**

August is National Breastfeeding Month; a time dedicated to advancing advocacy, protection, and promotion of breastfeeding to ensure that all families have the opportunity to breastfeed. In recognition of the work they do to support families in the region Southern 7 Health Department's WIC/Breastfeeding Peer Counselor program has been selected to receive the Gold Breastfeeding Award of Excellence from the USDA.

The Breastfeeding Award of Excellence was established by the U.S. Department of Agriculture, Food and Nutrition Service, Special Supplemental Nutrition Program for Women, Infants, and Children, to recognize local WIC agencies that provide exemplary breastfeeding programs and support services in their local communities.

As part of their Breastfeeding Month celebrations, Midwest Regional USDA Office representatives will visit Southern 7 Health Department on Wednesday, August 14.

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