



**FOR IMMEDIATE RELEASE**

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***VNA Health Care hosts local event for the global “Big Latch On” Breastfeeding Awareness Celebration on August 5***

**INTERVIEW AND PHOTO OPPORTUNITY**

On Friday, August 5 from 9:30 to 11:30 a.m. VNA Health Care will host a local event for The Big Latch On at 400 N. Highland Avenue in Aurora. At 10:30 a.m., thousands of breastfeeding women and their babies across the world will participate in a synchronized breastfeeding event.

The Big Latch On is held annually during World Breastfeeding Week, August 1-7. World Breastfeeding Week is celebrated in 120 countries and marks the signing of the WHO/UNICEF document Innocenti Declaration, which lists the benefits of breastfeeding, plus global and governmental goals. VNA is hosting The Big Latch On event in the Women, Infants, & Children (WIC) department and anticipates that many of the breastfeeding mothers enrolled in WIC will participate.

“Breastfeeding provides many health, nutritional, economical and emotional benefits to mother and baby,” said Rosalinda Saucedo, Director of Community Health. “Breastfeeding contributes to the normal growth and development of babies, and reduces the risk of infant morbidity and mortality, adult obesity, diabetes, cardiovascular disease, osteoporosis, and premenopausal breast cancer and ovarian cancer for both mom and baby.”

The WIC program provides vouchers for healthy foods to enrolled women and their children under 5. Women must be pregnant or nursing to qualify, with a low to medium household income. Mothers who exclusively breastfeed their infants receive an enhanced food package. Breastfeeding mothers may be eligible to receive a breast pump to help support the initiation and continuation of breastfeeding. Each family member enrolled in WIC receives about \$50 a month in vouchers for food.

The Global Big Latch On is informed by the principles of community development, providing the opportunity for breastfeeding women to get together in their local communities, host their own events, and identify opportunities for on-going support.

For more information about The Big Latch On or VNA’s WIC program, call (630) 482-8158.

***VNA Health Care provides affordable health care to 65,000 women, men and children living primarily in Kane, DuPage, and Will counties. VNA runs ten community health centers and is nationally ranked as a top performing health center as a result of patient outcomes such as prenatal care, adolescent weight screening and counseling, vascular disease treatment, blood pressure control, healthy birthweights, and asthma care. VNA’s combination of convenience (by appointment or walk-in), patient-centered technology and expert care delivered with respect and compassion have led to these results. VNA is accredited by The Joint Commission.***

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