

August is Breastfeeding Awareness Month

August is Breastfeeding Awareness Month in Kentucky, and the World Alliance for Breastfeeding Action has declared Aug. 1-7 as World Breastfeeding Week.

This year's theme is "Breastfeeding: The First Hour – Welcome Baby Softly." Throughout the month, health agencies have organized many activities promoting and supporting breastfeeding in Kentucky, such as the Rock and Relax Room at the Kentucky State Fair, co-sponsored by the Cabinet for Health and Family Services.

"Support for breastfeeding and breastfeeding mothers is growing in Kentucky," said Becky Derifield, CHFS breastfeeding promotion coordinator. "For women who are pregnant or plan to have children one day, it's worth the time to learn about breastfeeding and ask questions of their health care providers."

Breastfeeding a newborn provides the skin-to-skin contact and warmth that babies need most, especially premature and low birth weight babies. New scientific evidence reveals that if all women started breastfeeding within one hour after delivery, it could prevent one million of the four million deaths of babies worldwide who die during the first month of life.

"Mothers truly can help shape the future of their children's health by choosing to breastfeed," Derifield said.

Early initiation of breastfeeding reduces high neonatal mortality worldwide, protects infants from early exposure to bacteria and viruses, increases maternal oxytocin important for milk production and attachment, and helps prevent maternal blood loss.

Preterm infants benefit from breast milk because of the greater amounts of protein, fat, sodium, iron, chloride and other nutrients than milk from mothers of term infants. Breast milk changes to meet the needs of babies as they grow.

Skin-to-skin contact is another important component of breastfeeding. When a mother is nursing her infant, the warmth of the mother's body helps regulate the baby's temperature and heart rate. Skin-to-skin contact also serves as a pain analgesic, reduces infant crying and lowers stress levels in mothers.

At the Kentucky State Fair, CHFS, the Louisville Metro Department of Public Health and Wellness and Baptist East Hospital are co-sponsoring the Rock and Relax room in the Kentucky Fair and Exposition Center's South Wing. There, mothers can privately and comfortably nurse their babies. Health experts will be on hand to answer questions about breastfeeding and parenting. The fair is Aug. 16-26 at Louisville's Kentucky Fair and Exposition Center. For more information about breastfeeding, log on to <http://www.chfs.ky.gov/dph/ach/ns/breastfeeding.htm>.

Living Well

Shop Local

By Kris Hayslett, Wellness Coordinator

Farmers' markets were popular long before food production became industrialized. Industrialization and the call for convenience brought about the big chain supermarkets and grocery stores. However, in the past two decades, some Americans have reverted back to the original methods of shopping for groceries as farmers' markets have become popular once again.

Farmers recognize the many advantages of selling at local farmers' markets. The main advantage is the price. Since farmers sell directly to the customer without a middle man they can charge retail prices for their produce. It is also a way for farmers to determine what goods consumers want most. Also, the social interaction tends to draw people in. Farmers can educate customers on various products and some will also give tips on food preparation.

The return to a more social and local setting is growing in popularity because of the interaction, the environmental benefits and support for local growers. A recent study also showed that kids who ate from local sources were more likely to list produce as their "favorite" foods than those kids who shopped from supermarkets. Local markets often bring a more personalized feel which appeals to consumers of all ages. Farmers' markets also allow kids to be actively involved in the selection and purchasing of produce, which can make them more excited about eating fruits and vegetables.

The summer months are a great opportunity to visit your local farmers' market. Take your family and learn a little bit more about the local farms. In addition, it will give your kids a chance to understand the growing process. To find the nearest farmers' market visit localharvest.org

[http://www.chfs.ky.gov/dph/ach/\(FMNP\).htm](http://www.chfs.ky.gov/dph/ach/(FMNP).htm) Learn more about the WIC program and Kentucky's Farmers' Markets.

<http://www.kyagr.com/marketing/farmmarket/> Celebrate Farmers' Market Week Aug. 4-11. Learn everything you want to know about Farmers' Markets in Kentucky

CHFS Health Tip of the Week

Back to School

For most parents, August means the end of summer break for children. While the frustration of filling those supply lists may seem like your worst headache, consider that your children may be dealing with frustrations of their own, namely anxiety, apprehension or depression about returning to school.

There are some things you can do to help ease those fears. If your child will be attending a new school, make sure you attend an orientation to help your child better acclimate to new surroundings. Remind your child that it may take a few days to figure everything out, and it's okay if he or she loses their way from time to time.

Some other things that might help:

- Make sure your children get enough sleep leading up to that first day.
- Eat a healthy breakfast and pack a healthy lunch.
- Let your kids know they can talk to you about any uneasy feelings they may be having.
- Tell children to take their time with school work.
- Keep a sense of humor and help your kids do the same.

Employee Enrichment

By Anya Armes Weber

Feng shui is the ancient Chinese art of placement, and some people believe it helps them be more comfortable and productive in their living and work environments. To try feng shui in your office, here are some rules from the book "Feng Shui: How to Achieve the Most Harmonious Arrangement of Your Home and Office" by Angel Thompson.

- Get rid of clutter. Recycle the papers you no longer need or that you have electronically.
- Don't sit with your back to your door. If your office will allow it, try to face the doorway. Feng shui suggests that having your back to a room opening can distract you and add to your stress.
- Add a splash of red. Flowers or red desk accessories can symbolize professional success.
- Flex your green thumb. Bring in a plant to add a natural element to your workspace.