



**Public Health**  
Prevent. Promote. Protect.

## Henderson County Department of Public Health

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**FOR IMMEDIATE RELEASE**

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### Henderson County declared a breastfeeding family friendly community

**HENDERSONVILLE, N.C. (November 23, 2020)** – Henderson County has been declared a breastfeeding family friendly community by the Henderson County Board of Commissioners, paving the way for efforts that promote breastfeeding in the area.

The Board of Commissioners adopted a proclamation on Nov. 18 declaring Henderson County as a breastfeeding family friendly community. A similar proclamation was adopted by the City of Hendersonville in September.

“This will serve as a foundation for educational and advocacy efforts to improve community awareness about the importance of breastfeeding,” said Health Director Steve Smith. “That knowledge will help us and our Henderson County Breastfeeding Coalition partners to advance local policies and practices in the workplace and other settings to better support breastfeeding mothers.”

Breastfeeding is the optimal food for infants, according to the American Academy of Pediatrics and other leading health organizations. It is linked to lower rates of childhood illness such as diabetes and infectious diseases, reduced risk of maternal breast and ovarian cancers and promotes mother-baby bonding. Despite these and many other health benefits, many women struggle to breastfeed due to lack of family, employer and community support.

Henderson County WIC and the Henderson County Breastfeeding Coalition provide guidance and support to businesses and facilities seeking resources to become breastfeeding friendly or to improve policies. WIC and the Breastfeeding Coalition can present these proclamations to local businesses, schools and doctor’s offices and help these facilities become breastfeeding-friendly.

WIC, with support from the Henderson County Board of Health, is following the UNC Chapel Hill Carolina Global Breastfeeding Institute’s steps to become a breastfeeding family friendly community. Henderson County joins Buncombe County, Chapel Hill and Durham in claiming this designation.

The Henderson County Breastfeeding Coalition is made up of interested community members and is always seeking new members. If interested in joining, please contact WIC Director and Breastfeeding Program Coordinator Lori Bradley at 828-694-6027 or [lbradley@hendersoncountync.gov](mailto:lbradley@hendersoncountync.gov).