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World Breastfeeding Week (August 1-7) Program Announced

Health Professionals Promote Baby-Friendly Hospitals

San Francisco, CA—World Breastfeeding Week (August 1-7, 2010) will be observed at San Francisco General Hospital, in the Courtyard of Building 9 located at 2550 23rd St., on Thursday, August 5, 9 a.m. – 11 a.m.

The event commemorates the 20th anniversary of adoption of the “Ten Steps to Successful Breastfeeding” by the World Health Organization that helped begin the current popularity in hospitals and birth centers to promote breastfeeding as the norm of infant feeding. Hospitals have to adhere to these Ten Steps in order to be certified as Baby Friendly. SFGH received the Baby Friendly designation in 2007 and has been the first and only Baby Friendly hospital in San Francisco.

The event is sponsored by the Women, Infants and Children Supplemental Nutrition (WIC) Program and the SFGH Baby Friendly Task Force. WIC participants can win prizes and learn more about the Ten Steps that protect, promote and support breastfeeding for new moms and their infants.

For more information, contact Grace Yee, WIC Program Breastfeeding Coordination, 415/575-5743.

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