



Tom Barrett
Mayor

Bevan K. Baker, FACHE
Commissioner of Health

Health Department Administration

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“A breast-fed baby is a strong baby”

***City of Milwaukee Health Department and Children’s Hospital of Wisconsin
launch campaign to increase Milwaukee’s breastfeeding rates***

Mayor Tom Barrett launched the third phase of Milwaukee’s Strong Baby campaign by unveiling a lighthearted image that promotes breastfeeding as the preferred method of providing nutrition to infants.

“**A breast-fed baby is a strong baby**” will be seen on buses, transit shelters and billboards throughout the city and is a joint effort between the City of Milwaukee Health Department and Children’s Hospital of Wisconsin. Both agencies will also mount posters in exam rooms throughout their clinics.

“These Strong Baby ads have captured our hearts and our attention, and they’ve made us smile,” Mayor Barrett said. “But more importantly, they have also educated the community on how to raise strong babies.”

Breastfeeding rates in Milwaukee are substantially lower than the estimated state and national rates, particularly among African Americans. Data show that 76% of women in Wisconsin report “ever breastfeeding” and that 48.1% report breastfeeding (not necessarily exclusively) at 6 months post-partum.

Among African Americans in the Health Department’s Women, Infants, and Children (WIC) Program, 52.7% report ever breastfeeding and 7.8% report breastfeeding at 6-months post-partum. This compares to 57.9% of white women who report ever breastfeeding and 23.5% who report breastfeeding at 6-months post-partum.

“Women who breastfeed need the support of those who surround them, including family, friends and employers,” said Commissioner of Health Bevan K. Baker.

“Children’s Hospital is excited to be a part of this campaign,” said Peggy Troy, president and CEO of Children’s Hospital and Health System. “We support women who return to work after giving birth by providing them resources – including lactation rooms to accommodate breast pumping.”

Last fall, two additional Strong Baby images were released - the push-up baby, which builds awareness of the need to prevent childhood illnesses by immunizing children beginning at 0-24 months of age, and the kickboxing baby, which promotes smoking cessation for mothers-to-be. Visit www.iwantastrongbaby.com to learn more about the campaign.

