

A Mother's Right!



Wisconsin State Statute 253.16:

A mother may breastfeed her child in any public or private location where the mother and child are otherwise authorized to be. In such a location, no person may prohibit a mother from breastfeeding her child, direct a mother to move to another location to breastfeed her child, direct a mother to cover her child or breast while breastfeeding, or otherwise restrict a mother from breastfeeding.

There is a federal regulation protecting your right to breastfeed or express milk while at work. For assistance in talking with your employer, contact us! We have Employer Toolkits Available.



Reasons I Want to Breastfeed

- Breastmilk is the most natural food for me.
- Breastfeeding is recommended by the American Academy of Pediatrics.
- Breastmilk is specially made for me – a human baby.
- Breastmilk provides the right mix of fats, carbohydrates and proteins.
- Breastmilk is always ready and available when I'm hungry.
- Breastmilk is easier for my tummy to digest than formula.
- Breastmilk is always the right temperature.
- My immune system will develop better.
- My vaccinations are more effective.
- I won't get as many colds or earaches, so I'll have fewer trips to the doctor.
- I'll have fewer cavities.
- I'm less likely to develop diabetes, asthma or arthritis.
- Mommy is safer from breast and uterine cancers.
- It is easier for mommy to lose weight.
- Mommy's milk supply increases as I grow and want to eat more.
- Breastmilk is good for me even after my first birthday.
- Any amount of time that Mommy can breastfeed me is wonderful.
- Breastfeeding is what breasts were designed for.
- Mommy's milk tastes oh – so good!

Brought to you by the
La Crosse Area Breastfeeding Coalition
March 2012

La Crosse Area Breastfeeding Coalition



A newborn baby has only three demands. They are warmth in the arms of its mother, food from her breasts, and security in the knowledge of her presence. Breastfeeding satisfies all three.

~Grantly Dick-Read

Supporting Breastfeeding Mothers!

How:

- Providing educational resources to make breastfeeding an enjoyable and successful experience!
- Information for businesses on supporting breastfeeding mothers as they return to work.
- Providing information on electric breastpumps to support mothers that need to be apart from their baby.

Why:

- The American Academy of Pediatrics recommends exclusive breastfeeding for the first six months, and that breastfeeding continue for at least 12 months and beyond!
- Mother's milk is the ideal nutrition for babies! It has the right mix of fats, carbohydrates and proteins, plus antibodies to protect baby from infection!
- Babies are born to be breastfed!



Our Purpose:

- To encourage and support breastfeeding mothers in the community, workplace, and schools.
- To foster community acceptance of breastfeeding through community education.
- To strengthen support for breastfeeding within health care systems.



Membership:

Membership is open to anyone who supports the purpose of the Coalition.

Area Breastfeeding Support:

**La Crosse County Health
Department:** Public Health Nursing

Lactation Counselors

608-785-9723

**La Crosse County Health
Department:** WIC Program

Lactation Counselors

Peer Breastfeeding Counselor

608-785-9865

Gundersen Lutheran Healthcare

Lactation Consultants

608-775-6876

**Mayo Clinic Health System-
Franciscan Healthcare**

Lactation Consultants

608-392-9789

Monroe County WIC Program

608-269-8671

**Vernon County Public Health
Department & WIC:**

Lactation Consultants, IBCLC

608-637-5260

To join, or for more information, contact the La Crosse County Health Department at 608-785-9865 or laxwic@lacrossecounty.org.