



Greene County Public Health

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Press Release

For Immediate Release

July 27, 2026

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Greene County Public Health Celebrates National Breastfeeding Month and National WIC Breastfeeding Week

XENIA, OH — August is National Breastfeeding Month, a time to recognize the important role breastfeeding plays in supporting the health of babies and families.

Each August, the U.S. Breastfeeding Committee leads a national campaign to bring people and organizations together to support breastfeeding. The campaign encourages communities to talk about ways to make breastfeeding easier and help create a supportive environment for babies and families.

The 2026 theme is **RISE: Resilience, Interdependence, Self-Determination, and Empowerment**. The theme highlights the strength of parents and families and the importance of having support during the breastfeeding journey.

August 1-7 is National WIC Breastfeeding Week. This observance is led by the U.S. Department of Agriculture and is celebrated along with World Breastfeeding Week. It promotes breastfeeding as an important source of nutrition for babies and recognizes the support provided to families through the WIC program.

This year also marks **50 years of important work by the WIC program to promote and support breastfeeding**. WIC provides breastfeeding education, support, and resources to help families reach their breastfeeding goals.

Greene County Public Health is celebrating National Breastfeeding Month by providing a welcoming space for new moms at the **Greene County Fair, August 2-8**. The Greene County Public Health information booth will also serve as a **breastfeeding station** where new moms can take a break, feed their babies, and have a comfortable place to care for their little ones while enjoying the fair.

"Every family deserves the support and resources they need to make the best feeding choices for their baby," said Kristy McCord, WIC Director for Greene County Public Health. "Breastfeeding support can make a real difference for families. We are proud to recognize the families, health care providers, WIC staff, and community partners who help support healthy babies and parents."

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As part of National Breastfeeding Month, **Greene County WIC will also host a Community Baby Shower on Thursday, August 20, from 11 a.m. to 2 p.m.** The event will be held at **Faith Community United Methodist Church, 100 Country Club Drive, Xenia.**

The Community Baby Shower is free and open to **new and expectant moms and all WIC participants.** Guests can learn about WIC eligibility, resources, and services available to support healthy pregnancies, babies, and families. The event is a great opportunity for families to connect with community partners, learn more about WIC, and celebrate the journey of parenthood.

Parents do not have to navigate the breastfeeding journey alone. Support from family, friends, health care providers, WIC staff, and trained breastfeeding professionals can help.

For more information about WIC services, breastfeeding support, or the Community Baby Shower, visit www.greenecophoh.gov or call **937-374-5641.**

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