



Knox County Health Department

140 Dameron Avenue, Knoxville, TN 37917

FOR IMMEDIATE RELEASE: July 30, 2024

Contact: Kelsey Wilson
865-257-7460 cell

KCHD to Host Free Event Celebrating World Breastfeeding Week

Knoxville, Tenn.—The Knox County Health Department’s Women, Infants and Children (WIC) Program will host its annual celebration for World Breastfeeding Week on August 1 from 10 a.m. – noon at the Knoxville Museum of Art.

This year’s theme is “Closing the Gap: Breastfeeding Support for All”. The event will recognize breastfeeding mothers, offer opportunities to share relatable experiences, and stress the importance of multi-level support. Attendees will receive resources about breastfeeding and how to continue the practice, even after returning to work. There will also be t-shirt painting, story time, and goodie bags for the first 75 people to attend.

“Breastfeeding is one of the best things a mother can do to protect the health of her infant,” said Robin Penegar, breastfeeding coordinator for WIC. “Sadly, as women return to work, we see breastfeeding rates decline. As a community, we must be more supportive of moms and their efforts to breastfeed.”

A mother’s breastfeeding success rate can be greatly improved through active support from her family, friends, community, health care provider, employer, and community leaders. State laws protect a mother’s right to breastfeed in public spaces, including businesses.

Breastfed babies are less likely to develop many adverse health conditions, including diabetes and obesity. In fact, a baby’s risk of becoming an overweight child goes down with each month of breastfeeding.

The WIC program is designed to serve pregnant, postpartum and breastfeeding women as well as infants and children under the age of five who qualify. More information about eligibility may be found [here](#). The program aims to safeguard the health of those who are at nutritional risk by providing healthy foods, nutrition education, breastfeeding support and referrals to health care.

About Knox County Health Department

The first health department in Tennessee to achieve national voluntary accreditation by the Public Health Accreditation Board, the Knox County Health Department (KCHD) is dedicated to ensuring the conditions in which every resident can be healthy. For more information, visit www.knoxcounty.org/health.

###

