

# Public Health, Epidemiology and Prevention

# PEP Talk

## World Breastfeeding Week

# Best for Mom, Best for Baby



As the world celebrates the Summer Olympics in China, the World Alliance for Breastfeeding Action celebrates **World Breastfeeding Week August 1-7**. As every country sends its best athletes to compete at these global games, it is important to remind ourselves that, in a similar fashion, a healthy young athlete can only emerge from a healthy start in life. There is no question that the very best infant and young child feeding is essential for the very best growth and development.

Whether you are a new or pregnant mom, you're probably interested in giving your baby the best care you can. One of the best things that only you can do is to breastfeed for as long as possible.



While breastfeeding is not the only choice for feeding your baby, every mother has



the potential to succeed and make it a wonderful experience. Maybe you are the partner or a family member of a breastfeeding mom and would like to learn more about breastfeeding. You've come to the right place! Here is some practical, helpful breastfeeding information.

### Best for Baby

A mother's milk has just the right amount of nutrients needed for a baby's growth and development. Most babies find it easier to digest breast milk than they do formula.

There are agents (called antibodies) in breast milk that help protect infants from germs and viruses and helps them fight off infection and disease.

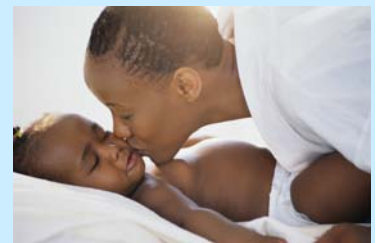
### Best for Mom

Breastfeeding saves times and money. You do not have to purchase, measure and mix formula, and there are no bottles



to warm up in the middle of the night. Breast-feeding also helps a mother bond with her baby. Physical contact is important to newborn babies and can help them feel more secure, warm and comforted.

Breastfeeding uses up extra calories, which makes it easier to lose the pounds gained from pregnancy. It also helps the uterus get back to its original size more quickly and lessens any bleeding a woman may have after giving birth. Breastfeeding may also lower the risk of breast and ovarian cancers.



### The Surgeon General Recommends Breastfeeding

The U.S. Surgeon General recommends that babies be fed with breast milk only (no formula) for the first six months of life. It is better to breastfeed for six months and *best* to breastfeed for 12 months (one year) – or for as long as you and your baby wish. You can introduce solid food when the baby is six months old, while you continue to breastfeed.

For more information about breastfeeding, visit [www.womenshealth.gov](http://www.womenshealth.gov) and then type "Breastfeeding" in the search box. You can also ask your doctor, health provider, or call the Health Center nearest you.

# Florida KidCare

# For Any Child Without Insurance

## KidCare Can Help

The new school year brings an opportunity for a fresh start. Kids get new clothes, book bags and supplies so they are prepared when the school bell rings on the first day. If you are a parent with a



list of things to do to get your kids ready for school, here's a suggestion for the top of your list:

### If your child doesn't have health insurance, apply for KidCare.

Children who have regular access to doctors and preventive care are healthier and do better in school.

Go ahead and check this off your back to school to do list. Apply for KidCare benefits for your uninsured child. And if you know someone with uninsured children, tell them about KidCare.



Ninety percent of families in Florida do have health insurance for their children. But if your child does not have health insurance,

Florida KidCare can help.

Florida KidCare provides health care benefits for children under age 19. Children in the program have access to care such as regular doctor visits, immunizations and dental and vision benefits.

Most families pay twenty dollars or less per month. Many families pay nothing at all for their children to be covered.

### It's easy to apply.

Applying for KidCare is easier than ever and it comes with its own reward: peace of

Is your child covered?



Affordable health insurance for newborns through age 18

It's now easier!

Apply online

[floridakidcare.org](http://floridakidcare.org)

or call

1-888-540-5437

Florida KidCare

mind that your child will have access to quality medical care at a price you can afford.

Families can apply for KidCare on the internet or call to request an application over the phone. Families are encouraged to use KidCare's web site to apply, check their account status, make payments online and re-enroll in the program.

KidCare is available for any child who does not have health insurance.

For more information or to get an online application, visit [www.floridakidcare.org](http://www.floridakidcare.org)

## KidCare Application Information

Families are encouraged to apply online at [www.floridakidcare.org](http://www.floridakidcare.org)

You can download an enrollment applications off the Internet at: <http://www.floridakidcare.org/printapp.html>

Families can also call 1-888-540-KIDS (1-888-540-5437) to receive the

enrollment application by mail

To complete your application, you will need to have your most recent federal income tax return, wages and earnings statements

OR your last four weeks pay stubs.

To submit an application you can:

Apply online at: [www.floridakidcare.org](http://www.floridakidcare.org)

You can check the status of your application and make a payment at [www.floridakidcare.org](http://www.floridakidcare.org)

To date, more than 1.4 million children are enrolled in Florida KidCare. additional this year to cover 38,000 more uninsured children.



Is your child covered?

Florida KidCare



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[www.PinellasHealth.com](http://www.PinellasHealth.com) ■ We welcome your comments or suggestions for upcoming issues.