

FOR IMMEDIATE RELEASE
January 16, 2020

Media Contact:
Matt Wilson
Public Affairs Officer
410.313.6233
mwilson@howardcountymd.gov

Howard County WIC Program Introduces Telelactation Initiative

Columbia, MD – The Howard County Health Department Women, Infants and Children (WIC) Program has become the first in Maryland to offer Telelactation services to members. This new initiative will increase accessibility and reduce barriers for WIC members to receive breastfeeding support.

The American Academy of Pediatrics (AAP) recommends that infants should be fed breast milk exclusively for the first six months after birth. This practice has been found to protect the infant against a variety of diseases and conditions while also providing maternal health benefits.

“Our WIC Program proudly maintains a breastfeeding initiation rate above 80%,” said Health Officer Dr. Maura Rossman. “In a continued effort to encourage more families to breastfeed, this program reduces barriers and makes it easier for moms to receive the support they need.”

The Telelactation initiative is a scheduled video call where a participant who is unable to visit a WIC location in person for breastfeeding support or needs a quick answer has another option to speak to WIC breastfeeding support staff “face to face.” Using a smartphone or computer, these participants can engage in a virtual chat and receive breastfeeding assistance while removing barriers like transportation that may otherwise prevent a successful breastfeeding experience for mom and baby.

This program is offered in addition to current services provided through WIC, including: in-person breastfeeding classes, breastfeeding counseling with peers and a certified lactation consultant, access to breastfeeding aids like breast pumps, and ability to call a warm line for breastfeeding help during and after office hours.

To learn more about the Howard County WIC Program, the services it provides and eligibility requirements, call 410-313-7510 visit www.hchealth.org.

###