



NEWS RELEASE
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Breastfeeding peer group for moms and moms-to-be to start at Health Department

(Lawrence, KS) – A new peer group, B.I.B.S. (Breast is Best Social), for women seeking to learn about breastfeeding, will kick off during World Breastfeeding Week (Aug. 1-7) at the Lawrence-Douglas County Health Department.

The first meeting will be at 6:30 p.m. Wednesday, Aug. 3 at the Health Department, 200 Maine St. in Lawrence. The first 20 women attending the Aug. 3 meeting will each receive a \$25 voucher to redeem at The Perfect Fit, Lawrence Memorial Hospital's maternity/breastfeeding supply shop. In addition to the vouchers, drawings for baby slings and nursing covers also will be held as part of the launch and celebration of World Breastfeeding Week.

The group will meet at 6:30 p.m. every Wednesday at the Health Department. Both pregnant women seeking information and women currently breastfeeding are encouraged to attend to learn and share their experience.

"Breastfeeding, for me, was the best option for so many reasons," said Dr. Tiffinie Mercado, Lawrence obstetrician/gynecologist, B.I.B.S. advocate and mother of two. "Just giving it a 'try' means your baby will be healthier."

The free group is facilitated by certified breastfeeding counselors and is held in a relaxed, come-as-you-are environment. Attend as often as you like. For more information on B.I.B.S., visit the Health Department's website at ldchealth.org, look for the Douglas County Breastfeeding Connection on Facebook or call (785) 843-3060.