

# Perinatal Services

News, Announcements, Trainings, Resources, & Opportunities to Get involved August 1, 2025

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## 2025 National Breastfeeding Month

will be observed from August 1 through August 31. This year's theme is "Forward Together". This month aims to promote the benefits of breastfeeding and support breastfeeding mothers. Learn more at [U.S Breastfeeding Committee](#).

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## Fresno County Breastfeeding

**Coalition** will be holding its 17th Annual Breastfeeding Awareness Walk & Celebration on Saturday August 2<sup>nd</sup> at Woodward Park. Register at [17th Annual Breastfeeding Awareness Walk and Celebration](#). Fresno County Breastfeeding Coalition encourages moving Forward Together! and supports Breastfeeding/Chest feeding.

*"If everyone is moving forward together, then SUCCESS takes care of itself".*

~~~Henry Ford

If you have breastfeeding patients/clients who need extra support, please have them visit

[Fresno County Breastfeeding Resource Directory](#) . You will find a variety of local breastfeeding resources and tips.

**The HEAR HER®** campaign aims to raise awareness, amongst pregnant and postpartum women, as well as all who care for them, about the urgent maternal warning signs we all should be aware of. Access the HEAR HER campaign [here](#).

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## [2025 National Immunization Awareness Month](#)

is observed from August 1 through August 31. This month aims to raise awareness of the importance of vaccination and encourage people to talk to their healthcare providers about staying up to date on their vaccines. Together let's keep our community healthy and safe. Visit [Fresno County Immunization Program](#) for more information and County resources.

## **Perinatal Services Coordinator (PSC) Tabling Event**

**When:** Thursday August 14, 2025

**Time:** 12pm-1pm

**Where:** 1221 Fulton Street, First Floor  
The Let's Do Aspirin! Preventing Preeclampsia PSC Roundtable was held on July 30. The PSC will continue to provide information and education on the importance of low dose aspirin to help

prevent preeclampsia for those pregnant individuals who are at risk and to all who visit. Come out and visit!

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### **Boot Camp for New Dads**

The Fresno County Department of Public Health's-Public Health Nursing (PHN) Division is proud to introduce Boot Camp for New Dads (BCND), our first dedicated fatherhood program designed to prepare expectant and new fathers for their parenting journey. This innovative workshop, successfully implemented nationwide for over 30 years, brings together experienced "veteran" dads with their babies (ages 2-10 months) to mentor expectant "rookie" dads in a supportive, hands-on environment. Participants learn essential baby care skills—from diaper changing to soothing techniques—while gaining confidence through real-world practice and peer support. Research shows that engaged fathers significantly improve maternal well-being, reduce postpartum stress, and enhance infant development outcomes. By equipping fathers with knowledge, skills, and confidence, BCND strengthens the entire family unit and promotes healthier birthing families in our community. Refer your expectant and new fathers to this transformative program by contacting BCND facilitator Fred Toshimitsu at

Direct number: 559-600-6355

Email: [ftoshimitsu@fresnocountyca.gov](mailto:ftoshimitsu@fresnocountyca.gov)

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The Marjaree Mason Center offers domestic violence presentations throughout the community. If you'd like to request a presentation for you and your staff please

complete the [Marjaree Mason Form](#) and a team member will follow up with you.

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Black Infant Health (BIH) offers specialized support designed specifically for Black/African American women in a culturally affirming environment that celebrates your unique journey and heritage. The BIH program recognizes and honors the experiences of Black mothers while providing comprehensive care and resources. Getting started is easy. Multiple pathways are available to connect with our services such as, healthcare provider referrals through doctors, school nurses, or public health professionals, Fresno County outreach worker connections, or self-referral because you know what's best for you and your family. Provider Referrals: complete the Public Health Nursing Referral Form and fax it to (559) 455-4705 or email [phnfax@fresnocountyca.gov](mailto:phnfax@fresnocountyca.gov). Self-Referral Options: Visit us at 142 E. Cesar Chavez Blvd, Fresno, CA 93706 Call: (559) 600-1021 Email: [bih@fresnocountyca.gov](mailto:bih@fresnocountyca.gov) Your journey matters, and we're here to support you every step of the way.

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### **Fresno County Perinatal Services Coordinator**

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