

## Latest News

### June 2010

#### Breastfeeding Awareness Week in Solihull

Breastfeeding Awareness Week kicks off in Solihull this weekend, and a selection of Breastfeeding Cafés have been organised to promote the health benefits of breastfeeding for mums and babies.

The Solihull Breastfeeding Service has been developed by The Solihull Partnership and Solihull NHS Primary Care Trust, and together they have organised a series of Breastfeeding Cafés taking place across the borough.



The initiative is aimed at providing practical advice and support from NHS staff members and trained volunteers, to help them make an informed choice about breastfeeding.

Mums, families, friends and soon-to-be parents are being invited to attend the following Breastfeeding Cafés:

- **Saturday 19 June** (9am to 5pm) – Costa Coffee, Mell Square, Solihull Town Centre. Free tea and coffee will be available.
- **Wednesday 23 June** (9am to 5pm) – Solihull Arts Complex Café Bar, Solihull Central Library, Library Square. Free tea and coffee will also be available.
- **Friday 25 June** (9am to 5pm) – Asda, Chelmsley Wood, North Solihull.

Director of Public Health, Dr Stephen Munday, said: "The aim of the Breastfeeding Service in Solihull is to improve the health of women and children across the borough by promoting and facilitating successful breastfeeding. Solihull NHS Care Trust

believes breastfeeding is the healthiest way for a mother to feed her baby and recognises the importance of the health benefits it can bring for both mother and baby. It also believes that breastfeeding is a natural process of life and people should not feel embarrassed about it.

“Breast milk gives babies all the nutrients they need and can help towards protecting them from infection and diseases like gastroenteritis, ear and chest infections, childhood diabetes and obesity. It’s good for breastfeeding mums too as they are less likely to develop breast and ovarian cancer,” adds Dr Munday.

Cabinet Member for Healthier Communities, Councillor Sue Rose, said: “We want Solihull children to get the best possible start in life. Breastfeeding has an important part to play in this and we would like to encourage as many parents, partners, families and friends to come along to one of our breastfeeding cafés to find out more about the benefits and support that’s available to them.”

The Solihull Partnership is committed to developing a coordinated approach to promoting and encouraging greater uptake and continuance of breastfeeding, and also recognises and respects that all mothers have a right to make a fully informed choice about how they feed their baby.

**PIC CAPTION: Carmen Baskerville, Solihull Breastfeeding Coordinator (left), helps local mums give their babies the very best start in life.**

**Notes to editor:**

Breastfeeding Awareness Week in Solihull (19th – 25th May) has been organised to raise awareness of the health benefits of breastfeeding, to increase social acceptance of and promote support for breastfeeding.

The health benefits for babies include:

- perfect nutrition for the first six months
- prevention of stomach bugs, chest infections, asthma, eczema and allergies
- reduces likelihood of obesity in later life.

Benefits for mums include:

- Increased protection against breast and ovarian cancer
- Regaining pre-pregnancy weight quicker
- More convenient – no special equipment, sterilisation required.

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