

Health Unit Media Release



For immediate release: October 3, 2008

Local Breastfeeding Mothers invited to join the Quintessence Challenge next weekend in support World Breastfeeding Week

In Leeds, Grenville and Lanark, breastfeeding mothers and babies are invited to celebrate World Breastfeeding Week by participating in the Quintessence Breastfeeding Challenge on Saturday, October 11, 2008. The event will be held at the Brockville and Area YMCA at 345 Park Street, Brockville, beginning at 10:30 am. At the Brockville site, there will be door prizes, including a high-back car booster seat, and gift bags for the first twenty participants. Participants will be able to enjoy refreshments, and meet other mothers in the community at this breastfeeding awareness event. A Public Health Nurse and a La Leche League Leader will be available to answer your questions around child safety and breastfeeding.

World Breastfeeding Week is an international event that celebrates the importance of breastfeeding for all women, children, families and communities. **“Mother Support: Reclaiming our Breastfeeding Culture”** is the theme for this year’s World Breastfeeding Week in Canada. The theme promotes the idea that **a mother needs circles of support in order for her to breastfeed successfully.** Breastfeeding mothers deserve basic, accurate and timely information, encouragement, skilled and practical help and empathy from those around them. Women should be empowered in their own right, as well as in their roles as mothers and providers of breastfeeding support to other women. **If all women breastfed exclusively for six months, and continued breastfeeding for two years and beyond, as recommended by the World Healthy Organization, global under-five mortality and morbidity rates would be drastically reduced.**

Breastfeeding has many well-documented benefits including better health for both mothers and children. However, many women fail to meet their own breastfeeding goals and wean their children prematurely, well before meeting recommended guidelines. Globally, the aggressive marketing of breast milk substitutes is a major barrier to breastfeeding success. In addition in North America, **two of the biggest hurdles for mothers continue to be lack of support and marginalization by the community.** It is truly surprising that, in 2008, public breastfeeding is not universally supported as a normal human function. Breastfeeding is health promotion in action!

For more information about the Breastfeeding Challenge, please contact Julie Larose, 613-925-0067, or visit the website: www.babyfriendly.ca

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