

PRESS RELEASE

Monday 17 June 2013

Mums-to-be urged to discover the importance of breastfeeding

Mums-to-be in Worcestershire are being encouraged to attend a series of roadshows at county libraries to find out more about the importance of breastfeeding their baby.

The roadshows, jointly organised by Worcestershire County Council, the Health and Care NHS Trust, Acute Hospitals NHS Trust and Clinical Commissioning Groups, are being held during the week starting June 24 and all mums-to-be and their families are urged to come along.

Anthea Griffiths, Breastfeeding Co-ordinator for the Health and Care Trust, said: "These roadshows are informal sessions held after the regular Bounce and Rhyme sessions will offer information on the importance of breastfeeding as well as showcase the network of support available to mums who want to breastfeed.

"We have chosen libraries as venues because they are all accredited places for mums to feed their babies under the Worcestershire Welcomes Breastfeeding scheme," she added.

Liz Altay, Public Health consultant at the County Council, added: "Breastfeeding is the healthiest way to feed a baby. Babies who are not breastfed have an increased chance of stomach upsets, ear and chest infections, eczema and childhood obesity, which means they are more likely to develop diabetes and other illnesses later in life.

"Mum also benefits as well by reducing her own chances of developing ovarian cancer, breast cancer and diabetes, as well as burning up to 500 calories a day so she not feels better but looks a million dollars as well," she added.

Becky Davenport and Caroline Payne from the Acute Hospitals NHS Trust added: "All mums-to-be attending our ante-natal clinics will be given a flyer about the upcoming roadshows and we would urge as many of them as possible to attend.

"We know there are lots of things to think about when having a baby but if you do breastfeed, then you don't have to worry about buying lots of equipment to feed your baby and, of course, breast milk is free and uniquely made for your growing baby," they added.

To find out more about the roadshows log onto www.hacw.nhs.uk/breastfeeding

-Ends-

Notes for Editors

- For more information about NHS Redditch and Bromsgrove Clinical Commissioning Group please visit www.redditchandbromsgroveccg.nhs.uk
- NHS Redditch and Bromsgrove CCG represents 22 GP practices and serves a patient population of 170,000 patients.
- Find out all the latest news by 'liking' our page on Facebook www.facebook.com/redditchandbromsgroveccg
- Follow Dr Jonathan Wells, Chair and Clinical Lead for RBCCG on Twitter @RBCCG_Chair

For further information please contact:

Hardeep Cheema, Communications Manager on 07423 534211 or email Hardeep.cheema@worcestershire.nhs.uk

Rebecca Salari, Communications Officer on 07436 038382 or email Rebecca.salari@worcestershire.nhs.uk