

Media information

For immediate use



National Breastfeeding Celebration Week 2017

As part of National Breastfeeding Celebration Week 2017, Linda Wolfson, the National Maternal and Infant Nutrition Co-ordinator, and Councillor Joe Cullinane, Leader of North Ayrshire Council visited the breastfeeding support group at Fullarton Connections in Irvine.

Mums, babies, NHS Ayrshire & Arran staff, Breastfeeding Network (BfN) staff and volunteers, were all there to meet Linda and Joe who were delighted to see how we provide parents with advice and support feeding their infants.

Ruth Campbell, Consultant Dietitian in Public Health Nutrition said: “We had a lovely morning meeting Linda and showing her around one of our breastfeeding support groups.

“The groups are a welcoming environment where families can come along for advice about infant feeding, and breastfeeding support from BfN volunteers and other mothers.

“We were pleased to show Linda one of the many ways we are providing local families with guidance and support that helps them to make the best decisions for their babies, and how we are removing any barriers that stop women who want to breastfeed from doing so.”

Councillor Joe Cullinane, Leader of North Ayrshire Council said: “As a parent myself, I believe that breastfeeding is one of the most natural and healthy ways to give children the best start in life. However, unfortunately there are still some stigmas attached to this which can put some parents off.

“That’s why groups like these are so important, as they give parents the support and guidance they need to make informed choices about how they feed and care for their babies.”

We deliver support groups every day of the week across North, South and East Ayrshire where parents can drop in to get support and information from trained volunteers or just to chat to other mums. Details of the times and venues can be found at www.breastfeedingnetwork.org.uk/ayrshire.

You can also find breastfeeding advice and support here, or you can call the National Breastfeeding Helpline on 0300 100 0212.

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Date of release: Monday 10 July 2017

Photograph 4a: Mums, babies, NHS Ayrshire & Arran staff, Breastfeeding Network (BfN) staff and volunteers meeting Linda Wolfson, National Maternal and Infant Nutrition Co-ordinator and Councillor Joe Cullinane, Leader of North Ayrshire Council.



Photograph 5: Left to right: Emma Turner-Macdonald with her wee one; Claire McAuley holding the 'Milky Moments' book; Elissa Miller from Kilwinning with teeny Wonder Woman (aka Arwen); and Nicky Ginns with baby RavenJaye.



Photograph 2aa: Front: Linda Wolfson, National Maternal and Infant Nutrition Co-ordinator meets mum Claire Harper from Kilmarnock with baby twins, James and Jacob and their gran. Back: Left to right: Liz Smith, Community Infant Feeding Nurse, NHS Ayrshire & Arran, Councillor Joe Cullinane, Leader of North Ayrshire Council, and Elayne Murphy, BfN peer supporter.



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