Breastfeeding awareness week
21 to 28 June 2015

NHS Ayrshire & Arran together with the Breastfeeding Network got into the swing of things for this year’s Breastfeeding Awareness Week with a trip to Jungle Madness in Kilmarnock.

As part of this year’s Breastfeeding Awareness Week, NHS Ayrshire & Arran is highlighting the warm chain of support needed to breastfeed, so that babies - and mums - can benefit from nature’s own wonder food.

Elizabeth Smith, Community Infant Feeding Nurse– NHS Ayrshire & Arran explains: “Breastfeeding is a hugely rewarding experience for many women, but we know that it can also bring challenges. It can help if you talk to your partner, family and friends to get their support before you have your baby. That way, you and your baby will be off to the best start.”

The NHS Ayrshire & Arran team were joined by the Scottish Government’s Chief Nursing Officer for Scotland, Professor Fiona McQueen, and National Maternal and Infant Nutrition Lead, Linda Wolfson.

This year’s campaign focuses on the support available to women who breastfeed. In particular, it celebrates ten years of the Breastfeeding etc. (Scotland) Act 2005.

The Breastfeeding etc. (Scotland) Act 2005 makes it illegal to prevent or stop a mum feeding her child, either by breastfeeding or bottle feeding, in a place where she is allowed to be. The Act means that anyone should be able to feed a child when required, in the best place for them without feeling embarrassed, being interrupted or criticised.

NHS Ayrshire & Arran launched the Breastfeed Happily Here scheme in 2008 to give support to breastfeeding mums and help them feel more comfortable breastfeeding in public places. The scheme aims to:

- support the businesses taking part to welcome and assist mums wishing to breastfeed on their premises;
• raise awareness of the Breastfeeding etc. (Scotland) Act 2005; and
• provide mums with a positive experience of breastfeeding in public places.

And the owner of Jungle Madness, Darren Bolton took the opportunity to sign up Jungle Madness and Juniper Jungle in Galston to the Breastfeed Happily Here scheme.

Ruth Campbell, Consultant Dietitian in Public Health Nutrition explains: “Breastfeeding gives babies the best possible start in life and we want as many businesses as possible to get involved in helping us to promote breastfeeding. We hope that this scheme will work towards encouraging more new mums to consider breastfeeding.

“The Breastfeed Happily Here scheme encourages local businesses to think about how they can support mums when feeding their babies. This can be as simple as showing mums to a comfortable area to sit, or offering a glass of water.”

Breast milk gives babies all the nutrients they need for the first six months of life and helps protect them from infection and diseases, such as ear infections, gastro-intestinal infections, chest infections, childhood diabetes and obesity. Breastfeeding reduces the chances of women getting diseases such as ovarian cancer, breast cancer or weak bones later in life. And women who breastfeed can get back to their pre-pregnancy figure quicker!

Ruth Campbell, Consultant Dietitian in Public Health Nutrition, added: “We want to encourage a more positive and open attitude towards breastfeeding. There is lots of support available – speak to your midwife or health visitor or call the national breastfeeding helpline.”

For advice about breastfeeding, visit www.feedgoodfactor.org.uk.

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Date of release: Friday 3 July 2015

Photography:
Mum, Katrona Templeton and baby Freya (six-months-old) get some advice from Elizabeth Smith, Community Infant Feeding Nurse

Left to right: Linda Wolfson, National Maternal and Infant Nutrition co-ordinator, Elizabeth Smith, Community Infant Feeding Nurse, Dr Carol Davidson, Director of Public Health, Ruth Campbell, Consultant Dietitian in Public Health Nutrition, and Professor Fiona McQueen, Chief Nursing Officer for Scotland,

Having fun at Jungle Madness

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