

Media Release

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30th July 2008

The Big Latch On

This year's World Breastfeeding Week launches with mothers across New Zealand attempting to break the existing record set last year of 937 women breastfeeding simultaneously.

For those wanting to join in, breastfeeding morning teas are taking place at 10am on Friday August 1 in Tauranga, The Mount, Katikati and Whakatane.

Mothers who get together regularly with friends who are also breastfeeding, or go to coffee groups, are generally a lot more confident to keep breastfeeding, according to Toi Te Ora Public Health promoter Dee Watkins.

"Mostly it's about building their confidence that they can breastfeed, and providing continuing support," she says.

Breastfeeding contributes to the health and wellbeing of babies, mothers and families/whānau. Yet many infants in New Zealand are not breastfed for the recommended duration – to at least six months exclusively and up to two years or beyond in combination with other foods.

Although New Zealand has breastfeeding rates that are consistent with other countries, rates are low at six weeks, especially among Māori and Pacific women. Exclusive breastfeeding drops sharply in the first six weeks after birth and then continues to decline as a mix of breast and bottle feeding becomes more common.

World Breastfeeding Week takes place annually from 5th – 11th August in over 120 countries. Each year World Alliance for Breastfeeding Action (WABA) sets a theme, this year it is *Mother Support: Going for the Gold* which will show the support breastfeeding mothers can have from one another, their family and whanau.

August 1 at 10am – breastfeeding morning tea locations are:

Tauranga

Salvation Army

375 Cameron Road

Contact Dee Watkins on 07 577 3765

The Mount

Mount Plunket Rooms

24 Granada Street

Contact Joanna Pearson on 07 577 6892

Katikati

Katz Pyjamas Café - free muffins!

Contact Trudy Hart on 07 549 5644

Whakatane

Parents Centre

Whakatane Reap

Contact Ashlee Sturme on 07 3049966

For more information on breastfeeding and The Big Latch on visit www.womens-health.org.nz.



Mums from across the Bay of Plenty are invited to join the national attempt for the most mothers breastfeeding simultaneously on August 1.

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