

# Media Release

Tasmanian Breastfeeding Coalition

5 August 2008

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## **BREASTFEEDING AWARENESS WEEK 2008: MOTHER SUPPORT – EVERYONE WINS!**

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### **Please note photo and interview opportunity August 7**

Twenty four Burnie businesses lead the way championing the best food for babies during World Breastfeeding Week, from 1-7 August, 2008.

In the lead up to the Olympics, the theme chosen to celebrate World Breastfeeding Week by the Australian Breastfeeding Association and the Tasmanian Breastfeeding Coalition is 'Mother Support: Everyone Wins!'

Just as athletes combine determination and commitment with support from family, friends, trainers and government - when a mother is supported and able to breastfeed everyone wins: mother, baby, family, the health system and the environment.

"Community support for breastfeeding is essential, and providing a welcoming attitude and safe place for mothers to feed is a perfect example of this" says Kate DePaoli, Community Dietitian.

Emily Shepherd, Health Promotion Officer for the Eat Right Grow Bright project in Burnie said that "the response from businesses in Burnie to show their support for breastfeeding mums has been overwhelmingly positive".

"Having 24 Burnie businesses recognised by the 'Breastfeeding Welcome Here' project helps support mothers to continue breastfeeding for at least six months and hopefully longer" continues Kate DePaoli.

"While about 80% of mothers leave hospital with the intention to breastfeed, too many women stop breastfeeding in the period shortly after and in the following months."

"Only about half of all mothers are still breastfeeding their babies at 6 months which is well short of Australian recommendations. That's why it's so great to see these Burnie businesses doing their bit to support mothers to keep breastfeeding."

The Tasmanian Breastfeeding Coalition, representing over 25 organisations which work together to promote breastfeeding, commend Burnie businesses

on this great achievement. They encourage other Tasmanian businesses to get involved.

Ends

### **Story and Photo Opportunity**

**Who:** Representatives from Eat Well Tasmania, the Australian Breastfeeding Association and the Tasmanian Breastfeeding Coalition

**What:** Representatives available for interview and breastfeeding mothers will be available for photo opportunities

**When:** 10am – 10.45am, Thursday 7 August

**Where:** Around the Corner Eatery, 53 Mount Street Burnie.

### **Further Information:**

Emily Shepherd, Eat Well Tasmania: 0409 405 789  
Marion Bowen (ABA North and North West): 6425 5780