

Погкрена за кърмещата майка!  
**СВЕТОВНА СЕДМИЦА  
НА КЪРМЕНЕТО**  
**1-7 август 2008**



**Press release**

**World Breastfeeding Week 2008 will be marked in Bulgaria 1-7 August under the motto "Mother Support"**

This year's main World Breastfeeding Week (WBW) city is Varna, where the World Walk for Breastfeeding will take place. The maternity ward of the Stara Zagora hospital will receive its Baby Friendly Hospital accreditation.

Within WBW 2008 education materials will be circulated; films and videos on breastfeeding will be shown. Training seminars, meetings, a contest for journalists, an open-doors day and other events will take place in various cities.

The theme of WBW 2008 is "Mother Support" from the entire community as one of the key factors for the success of breastfeeding. By supporting nursing mothers we are helping children grow up healthier.

In Bulgaria WBW will be marked for the fourth time. The organizers include The Ministry of Health's National Breastfeeding Committee, La Leche League Bulgaria, The Centre for Pregnant Women in Plovdiv, The Modern Parents Centre in Sofia and enthusiasts from the largest Bulgarian internet portal on parenting [www.bg-mamma.com](http://www.bg-mamma.com).

The logo, short videos and poster symbolize the need for support for the breastfeeding mother: in the hospital after birth, by the family, pediatrician, social milieu and work place. They have been created especially for Bulgaria by REMEMBRAND Agency и Zographic Films Studios.

During WBW 2008 a new video for the promotion of breastfeeding will be presented. It has been produced jointly by Well Done Productions and La Leche League Bulgaria.

Media partners for WBW 2008 include: BTV, FM + Radio , 'Moeto Dete' Magazine, 'Kenguru' Magazine, 'Po-Zdravi' Magazine. WBW 2008 is sponsored by Ganchev и Libra.

WBW, marked in the first week of August every year, is the breastfeeding movement's largest campaign, celebrated in more than 120 countries worldwide. It was started in 1992 by WABA /World Alliance for Breastfeeding Action/ aiming to revive and restore breastfeeding practices. WABA sets up the theme of WBW, which is different every year.

WABA's traditional partners in the marking of WBW include WHO, UNICEF, La Leche League, The American Academy of Breastfeeding Medicine, The International Board of Lactation Consultants and more.

**Spokespersons for the campaign:**

Associated Professor Vanya Nedkova, Chair of the National Breastfeeding Committee and Head of the Pleven Medical University's Pediatric Clinic, tel. 064 886 406

Professor Стефка Петрова, Deputy Director of the National Centre for Public Health, tel. +3592805 62 61

Dr. Masha Gavrailova – Head of the department of Public Health Protection at the Ministry of Health – tel. +3592930 11 83

Dr. Aneta Popivanova – Deputy Chair of the National Breastfeeding Committee, Neonatal Care Clinic, Maychin Dom Maternity Hospital, tel. +359888 370 945

Tanya Ruseva – La Leche League, tel. +359887 97 57 63

Antoaneta Borisova – Centre for Pregnant Women, Plovdiv, tel. +359888 895026

See below for WBW 2008 Programme.

## WORLD BREASTFEEDING WEEK – BULGARIA

### PROGAMME

*any subsequent changes will be announced on the website [bg-mamma.com](http://bg-mamma.com) and [bebemamabg.com](http://bebemamabg.com)*

#### **18. 07. Friday, Vratza, 11.00**

Seminar for medical professionals – “My Role for the Support of Breastfeeding”. Participants will include medical ward heads, senior midwives and neonatologists from maternity units in North Bulgaria. Organized by the National Breastfeeding Committee, Ministry of Health, National Centre for Public Health, Centre for Pregnant Women in Plovdiv, with the support of the Democratic Commission with the U.S. Embassy in Bulgaria.

Presentations by: Dr Jana Staneva, Associate Professor Vanya Nedkova, Dr Aneta Popivanova.

The seminar is open to all medical professionals working with infants. Mothers from formal or informal groups working for the support of breastfeeding are also invited.

#### **18.07, Friday, Vratza**

Opening amateur breastfeeding photo exhibition in the hospital’s maternity unit.

#### **31.07, Thursday, Stara Zagora, 12.00**

Seminar for medical professionals – “My Role for the Support of Breastfeeding”. Participants will include medical ward heads, senior midwives and neonatologists from maternity units in North Bulgaria. Organized by the National Breastfeeding Committee, Ministry of Health, National Centre for Public Health, Centre for Pregnant Women in Plovdiv, with the support of the Democratic Commission with the U.S. Embassy in Bulgaria.

Presentations by: Dr Jana Staneva, Dr Dakov, Dr Aneta Popivanova.

#### **31.07, Friday, Stara Zagora**

Opening amateur breastfeeding photo exhibition in the hospital’s maternity unit.

#### **1. 08. Friday**

- WBW opening press conference by representatives of the Ministry of Health, National Breastfeeding Committee, National Centre for Public Health Protection, La Leche League, Centre for Pregnant Women in Plovdiv, Bulgarian National Committee “Together for the Children”

- Premiere of a breastfeeding promotion video, produced by Well done productions and La Leche League Bulgaria. The video’s title is “The Most Tender Thing” and it features Vanya Kostova’s song “More ot nezhnost” (Sea of Tenderness)

- WBW will be announced on other media – national and local TV channels, newspapers and magazines

- Screening of WBW videos created by Remembrand;

## Vatza

Open Doors Day for consultations on breastfeeding  
Neonatology Unit  
Hristo Botev Hospital, Dr Jana Staneva  
Tel. +3598844 999 529

## **2.08. Saturday, Varna, Burgas, Sofia, Vratza**

### Varna

World Walk for Breastfeeding, organized by La Leche League, Varna  
Starting 17:30 at Nezavisimost Square and proceeding to the Sea Garden main entrance  
The Walk will continue into a Breastfeeding Support Happening by the Sun Dial at the Sea Garden main entrance

### Sofia

Open Doors Day at Maychin Dom Consultancy Centre, Sofia – 10.00

### Burgas

MAMA school for parents-to-be and the Burgas hospital's neonatology unit invite you to a Breastfeeding Support Walk on 2 August to mark WBW. The Walk will start at 10.00 from Troykata Square, proceed along Alexandrovska St. and finish with a meeting at Russian Romance Restaurant, 6 Rilska St.  
Discussion Topic: Breastfeeding. Buffet charge - 3.00 BGN. Information and booking: +35956/816-833; GSM - +359899-523-176, Kessova

### Vratza

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## **3.08. Sunday**

- Launching a new website [www.mamaznae.com](http://www.mamaznae.com), dedicated to breastfeeding and the complementary feeding of babies
- Announcing the winners in an online poem/essay competition on breastfeeding on Bulgaria's largest parenting portal [www.bg-mamma.com](http://www.bg-mamma.com)
- Announcing the start of a journalism contest for the best publication dedicated to breastfeeding. The winner will be announced on 21 November, Day of the Christian Family. Details on [www.bebemamabg.com](http://www.bebemamabg.com)
- Announcing an online competition for the best breastfeeding-friendly employer and work place. The winner will be announced on 21 November, Day of the Christian Family. Details on [www.bebemamabg.com](http://www.bebemamabg.com)

### Svishtov

Meeting/Happening for mothers and mothers-to-be at 11.00 in Children's Centre 'Trite divaneta'. Lecture 'The benefits of breastfeeding' with guest lecturer Irena Hadzhieva, manager

of health centre 'Holistica'

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#### **4.08. Monday, Sofia, Varna, Pleven, Vratza**

Meeting/happening for parents and parents-to-be, 18.00 at Maleeva Tennis Club with the participation and support of La Leche League, Kenguru Magazine, Centre for Modern Parents, The Union of Mothers and Mothers-to-Be and Maleeva Tennis Club

#### Varna, 10:00

WBW Miniforum at Maychin Dom Maternity Clinic

1. Mother Support – an address by an LLL member
2. Lecture „Breastfeeding the newborn”
  - Dr Harieva, pediatrician, Maychin Dom maternity clinic
  - Dr Pancheva, pediatrician, St Marina Hospital, ESPGHAN member
4. Breastfeeding advice and practical skills
  - R. Boyadjieva, midwife
  - Gavrilova, midwife
5. Multimedia presentation by UNICEF

#### Pleven 16.00-18.00

Breastfeeding difficulties – Consultations by Associate Professor V. Nedkova  
8 Benkovski St.  
Pediatric Practice

#### Vratza

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#### **5.08. Tuesday, Plovdiv, Varna, Pleven, Vratza**

Meeting/Happening for mothers and mothers-to-be, 18.00 in Plovdiv, Polyclinic (DKC) 1, organized by La Leche League and Centre for pregnant women, with the support of The Union of Mothers and Mothers-to-Be and Children's Party Centre 'Ton Bonbon'

#### Varna, 10:00

Maternity Hospital, visit to the maternity unit

#### Pleven 16.00-18.00

Breastfeeding difficulties – Consultations by Associate Professor V. Nedkova  
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## **6.08. Wednesday Gabrovo, Sofia, Plovdiv, Pleven, Varna, Vratza**

### Gabrovo:

- Meeting with mothers and mothers to be and discussion on breastfeeding, participation by mothers from [www.bg-mamma.com](http://www.bg-mamma.com), 17.00 h.

### Sofia:

- Lecture by Dr Popivanova organized by Moeto dete magazine - 10-12 h., Mall of Sofia, 101 Stamboliyski Blvd.

### Plovdiv:

- The Mayor will open an exhibition of the photographs taking part in the amateur photo competition and award the winners. 17 h., City Art Gallery.

### Varna, 11:00

Regional Hospital (Окръжна болница): Visit to the maternity unit

### Pleven 16.00-18.00

Breastfeeding difficulties – Consultations by Associate Professor V. Nedkova  
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Pediatric Practice

### Vratza

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Tel. 08844 999 529

## **7.08. Thursday Russe, Pleven, Vratza**

### Russe:

- Meeting with mothers and mothers to be and discussion on breastfeeding, participation by mothers from [www.bg-mamma.com](http://www.bg-mamma.com), 18.00 h.

### Pleven 16.00-18.00

Breastfeeding difficulties – Consultations by Associate Professor V. Nedkova  
8 Benkovski St.  
Pediatric Practice

### Vratza

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## **Closing WBW 2008**

Open Door Days, consultations and lectures in Kardzhali, Stara Zagora, Pazardzhik, Gotse Delchev – dates and locations to be confirmed

The maternity unit in Stara Zagora is expected to receive its Baby+Friendly Hospital Accreditation during WBW 2008.

During the WBW events Kenguru magazine, La Leche League and the Centre for Modern Parents will conduct a "Who supported you to breastfeed?"-survey. In the spirit of the Summer Olympics 2008 nominate the champion breastfeeding supporters. Who are they? Friends, family, medical professionals, information providers... We are expecting your letters at the following address: Sofia 1407, POBox 177 or e-mail: [spisaniekenguru@mail.bg](mailto:spisaniekenguru@mail.bg)

The Centre for Pregnant Women in Plovdiv is organizing a contest for the best amateur breastfeeding photo. Again there will be prizes and an exhibition of your photos. This year the theme is: "My baby – without any bottle or pacifier!". The initiative is supported by the Democratic Commission with the U.S. Embassy and the active cooperation of Kenguru magazine, FM+ Radio, La Leche League Bulgaria, National Breastfeeding Committee and above all the moms from various formal and informal groups. All photos must feature a baby as well the sign " My baby – without any bottle or pacifier!". E-mail your photos to [friendshipbg@yahoo.com](mailto:friendshipbg@yahoo.com). Follow the event on [www.bg-bebe.com](http://www.bg-bebe.com)