

La Leche League New Zealand
www.lalecheleague.org.nz

Media Release
29 July 2008

Starts/

La Leche League Welcomes Breastfeeding Campaign

“Encouraging family and whanau to offer practical help and moral support to breastfeeding mothers is important, especially in the early days and weeks following birth. The messages of the Breastfeeding Campaign launched yesterday by the Ministry of Health show just how simple some of the key actions and attitudes needed to support and encourage breastfeeding mothers are,” says La Leche League Director, Barbara Sturmfels.

“Helping with household chores, shopping and looking after older children are all practical ways that fathers, whanau and friends can make it easier for a new mother to get breastfeeding off to a good start. Helping to care for the baby by burping, bathing, changing nappies and clothing, and simply cuddling the baby; as well as making sure the mother has the basics of food and rest, are invaluable,” says Ms Sturmfels.

“A supportive partner can be the key to a mother succeeding at breastfeeding. Fathers can also play an important role by encouraging other men to actively take on the manly art of fathering their breastfed baby. Fathers don’t miss out when their babies are breastfed. They form their own deep bonds with their babies, and often find that their relationships with their partners are strengthened as a result of their loving support.

The Ministry’s campaign ties in with this year’s World Breastfeeding Week theme “Mother Support: Going for the Gold. Everyone Wins!” World Breastfeeding Week runs from 1-7 August and is a chance for all those who support breastfeeding mothers to give themselves a pat on the back and encourage others.

Supporting mothers to breastfeed their babies has always been the focus of La Leche League. “Mothers often feel that they have to do it all. At La Leche League mothers share information and ideas on how they can focus on their babies and how to involve others so that things run smoothly,” says Ms Sturmfels.

/ends

For further information:
Barbara Sturmfels
Director, La Leche League New Zealand
09 8461854
021 1635212
www.lalecheleague.org.nz