

Press Release

World Breastfeeding Week 2005

The World Breastfeeding Week (WBW) is the greatest outreach vehicle for the breastfeeding movement, being celebrated in over 100 countries. Officially it is celebrated from August 1-7. Connecticut has the whole month of August for Breastfeeding Awareness. This year's theme is "Family Foods, Loving and Healthy."

This year's WBW aims to:

- Draw attention to the value of continuing to breastfeed children to 2 years or beyond.
- Raise awareness of the risks and costs of introducing other foods and drinks to breastfed babies before 6 months, thereby strengthening support for 6 months exclusive breastfeeding.

The Connecticut Breastfeeding Coalition is pleased to announce that there are many activities occurring throughout the state during this month.

- Old Saybrook - on August 30th the Wildwood Pediatrics Mothers Group is meeting. Join other breastfeeding moms and babies for pizza and conversation. For more information call Wildwood Pediatrics at 767-0168.
- The Bristol WIC program is planning a breakfast for breastfeeding mothers.
- Kathy Mason, Lactation Consultant at Lawrence and Memorial Hospital will be speaking at the New London WIC office during Monday afternoons in August.
- St. Vincent's Hospital and Bridgeport WIC invite moms to enjoy a day at the Beardsley Zoo on Saturday July 30th. Call 576-6087 with questions.
- At Yale, in the Children's Atrium, there will be displays, educational pamphlets, and a slide show on August 2nd and 3rd from 11 a.m. to 2 p.m.
- At Middlesex Hospital there will be a walk for moms and babies on Tuesday August 2nd from 10-11:30 in the North One Meeting Room in the lobby.

If you are interested in any further information or in joining the Connecticut Breastfeeding Coalition, contact the Coalition Chair, Jennifer Matranga, RN, IBCLC, 576-6087 or visit us on the web www.breastfeedingct.org.