



the women's
the royal women's hospital

Media Release

5 August, 2011

World Breastfeeding Week- donate as a way to celebrate

This week is World Breastfeeding Week and at the Women's we promote and support breastfeeding and recognise it is the best method of infant feeding. Research shows that breastfeeding provides short and long term benefits for mother and infant.

The Women's Breastfeeding Services provides service to thousands of women each year, as well as information and support to women experiencing problems with breastfeeding.

Manager of the Service, Kaye Dyson, said the experienced team includes a number of midwife lactation consultants as well as, Anita Moorhead (Clinical Midwife Consultant) and Dr Lisa Amir (GP and Lactation Consultant).

The team provides more than 3000 appointments per year to women with breastfeeding difficulties who have given birth at the hospital or whose baby has been admitted to the Newborn Intensive and Special Care unit (NISC).

"Timely and accessible breastfeeding support is critical for women to have a successful start in breastfeeding while in hospital and then at home. This is especially vital for babies who are in Newborn Intensive and Special Care," Ms Dyson said.

"We are seeking donations to purchase four breast pumps (costing around \$1500 each) to help provide the best quality of care for newborn babies.

"We know breast milk is the biologically required food for babies and is important for early childhood development by providing increased immunity to common childhood illnesses. Breastfeeding can be challenging for women with a preterm infant, yet we know that the health outcomes for our most vulnerable babies are greatly improved when they are fed breast milk."

Ms Dyson said that easy access to pumps would provide women who are unable to initiate breastfeeding, easy access for the collection and storage of their breast milk.

The Breastfeeding Service also provides training and breastfeeding information to staff, collaborates with departments including the Centre for Women's Mental Health, the Women's Alcohol and Drug Service, NISC, Women's Social Support Services and Childbirth Education.

For further information or to donate please phone **1300 194 955** during business hours or visit:
www.thewomens.org.au/DonateNow

For more information please call:

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