

World Breastfeeding Week: Oct. 17th

The theme for this year's World Breastfeeding Week (October 17) is "Breastfeeding Support: Close to Mothers." Wellington-Dufferin-Guelph Public Health is raising awareness about the importance of supporting women in the community to breastfeed their babies.

In 2013, WDG Public Health was recognized as Baby-Friendly, a designation that is a global initiative of the World Health Organization and UNICEF. Public Health supports women to breastfeed exclusively for the first six months until the introduction of solid foods and to continue breastfeeding for two years or beyond.

"Locally, more women are making the choice to breastfeed because of the health benefits for their babies," said Dr. Nicola Mercer, Medical Officer of Health for Wellington-Dufferin-Guelph Public Health. "Any woman, regardless of her chosen feeding method, is welcome to contact Public Health for support in the care and feeding of her infant." Call KIDS LINE: 1-800-265-7293 ext. 3616.

Public Health is inviting women to share their own experiences about breastfeeding with others in an online story contest. Visit www.wdgpublichealth.ca during World Breastfeeding Week to read local women's stories or to submit your own. Jessica, one of the women whose story is profiled, comments "Breastfeeding is a learning process which takes time to get used to."

Public Health is also encouraging nursing moms and their children to participate in the Quintessence Breastfeeding Challenge on Saturday, October 5 in Guelph to set an international record for the most mothers and babies nursing at the same time. The event will be held in downtown Guelph at Old Quebec Street and is sponsored by the Guelph Community Health Centre and the Community Breastfeeding Collaborative of Guelph. To find out more, call 519-821-6638 ext. 367.