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Breastfeeding: no pollution, packaging or waste!

It’s World Breastfeeding Week (1 – 7 August) and this year we celebrate all breastfeeding mums who provide an environmentally friendly, renewable food for their babies!

The theme of this year’s World Breastfeeding Week focuses on how breastfeeding is the first practical step we can take to protect the health of babies and mothers, and also the health of our planet – right from the start, by providing green and sustainable nourishment to babies.

Sunshine Coast Hospital and Health Service (SCHHS) promotes and supports breastfeeding mums and provides breastfeeding-friendly environments for patients, staff and visitors.

Acting Service Director, Women’s and Family Services, Mr Keppel Schafer said breastmilk was a natural, renewable food for babies.

“Breastmilk is environmentally safe; and it’s produced and delivered to the consumer without pollution, packaging or waste!” Mr Schafer said.

“The health service promotes and supports a family-friendly workplace, and Nambour General Hospital and Gympie Hospital are both proudly Baby Friendly Health Initiative (BFHI) accredited through UNICEF/World Health Organisation.”

BFHI is a UNICEF/WHO initiative aimed at enabling facilities to create an environment where breastfeeding is the norm and practices known to promote health and well-being of all babies and their mothers are put into place.

“In our baby friendly hospitals, breastfeeding mothers are given consistent, accurate information and support; and we ensure there is space, time and support for staff who are breastfeeding mothers returning to work,” Mr Schafer said.

“We provide a Midwifery Group Practice where women can now be allocated a midwife who follows her through her pregnancy, is on call and attends her birth, and visits her and her baby at home afterwards.

“The health service also provides a dedicated lactation consultant service seven days a week; provides breastfeeding classes during the antenatal period and follow up clinics as required; provides literature to women upon discharge from the hospital; and has a good working relationship with the local Australian Breastfeeding Association groups.

“With this ongoing assistance, a woman can continue to be well-supported in her breastfeeding for the following months and years,” Mr Schafer said.

ENDS

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