

30 July 2018

## World Breastfeeding Week to be celebrated, 1-7 August

The Illawarra Shoalhaven Local Health District (ISLHD) is celebrating World Breastfeeding Week (1-7 August) with information stands at both Wollongong and Shoalhaven District Memorial Hospitals.

ISLHD Clinical Midwifery Consultant for Lactation Support, Linda Deys said this year's theme is breastfeeding, foundation of life.

"Breastfeeding is the perfect start to good nutrition and health for babies that has lifelong benefits," Ms Deys said.

"The Illawarra Shoalhaven Local Health District is working with families to improve breastfeeding outcomes for mothers and babies in our community and aims to support women to achieve their infant feeding goals," she said.

Breastfeeding offers health protection to mothers and babies that continues well past the breastfeeding period. It improves health outcomes, providing a baby's essential needs for growth, development and protection from illness and disease.

Ms Deys said world breastfeeding week is a chance to highlight the importance of breastfeeding.

"Breastfeeding can still be daunting for new mums and it takes time, patience and practice. Our information stands provide an opportunity to meet staff and have a chat about breastfeeding and how it can be supported," Ms Deys said.

The World Breastfeeding Week 2018 theme, *Breastfeeding: Foundation of Life* is about how breastfeeding provides the foundation of lifelong good health for babies and mothers.

### Event details

What: World Breastfeeding Week information stand  
When: 9am – 12pm, Wednesday, 1 August 2018  
Where: Wollongong Hospital

What: World Breastfeeding Week information stand  
When: 9am – 12pm, Thursday, 2 August 2018  
Where: Shoalhaven District Memorial Hospital

---

### Illawarra Shoalhaven Local Health District

Media contact: Media and Corporate Communications Unit

Phone: 4221 6862 or 0477 391 219 | Afterhours: 0422 003 764 | website: [www.islhd.health.nsw.gov.au](http://www.islhd.health.nsw.gov.au)

**healthdirect** AUSTRALIA – providing expert health advice 24 hours a day to NSW residents – Tel. 1800 022 222