



Heartland Health Region

*Healthy People, Healthy Communities, and Service Excellence
in an Enduring Health System.*

HealthLine
1-877-800-0002
www.healthlineonline.ca

Date July 27, 2010

For Immediate Release:

BREASTFEEDING FRIENDLY – ANYTIME, ANYWHERE

In Heartland Health Region, 500 babies are born each year making families and new mothers an important customer base for business. About 82% of new mothers choose to breastfeed, which is great but only 45% of mothers' are still breastfeeding their infant at 6 months of age. We would like to support new mothers and increase the percentage rate for breastfeeding initiation and duration because breastfeeding is the best thing to do. It is the normal thing – anytime, anywhere.

Many mothers do not continue to breastfeed for as long as they might like. Breastfeeding is not always easy. Mothers often find it awkward to nurse their babies in restaurants and other public places. This is especially true if they feel intimidated by negative attitudes or reactions of those around them.

Heartland Health Region will be working with restaurants and other public places to change this situation. They want to help businesses take steps to help nursing mothers feel welcome. It is an easy change to make.

Small changes for big results:

- Develop a comfortable social environment that offers acceptance and support
- Promote awareness among staff and customers

Public Health Nurses and community partners will visit local businesses over the coming months to show that there are simple ways to make an establishment breastfeeding friendly. Look for the breastfeeding friendly sign that identifies restaurants, cafés, and stores that openly welcome nursing mothers.



Being supportive of mothers and making your store or restaurant a comfortable welcoming spot, helps infants get the best nutrition available. It can reduce disease, allergies, and developmental problems from infancy into adulthood. Healthier babies, who turn into healthy adults, mean less health care costs for your community!

Corporate Office ❖ P.O. Box 2110, Rosetown, SK S0L 2V0

Tel: (306) 882-4111, ext 233 ❖ Fax: (306) 882-1389 ❖ Email: leanne.paproski@hrha.sk.ca

Visit Heartland's website at www.hrha.sk.ca!

As business owners or managers, it is up to you to lead. Take action and get involved. Not only will you help your community, you also help your business. If moms know they are welcome in your establishment, the more business you will receive - people tell their friends when they find a great product or service!

Support families and see what being breastfeeding friendly can do for you.

-30-

MEDIA: For more information or to arrange interviews, contact: LeAnne Paproski, HHR
Communications Officer (306) 882-4111 ext. 233