



June 24th, 2016

Successful breastfeeding celebration

It was fun for all at South Tyneside's 12th annual Teddy Bears Picnic, arranged as part of National Breastfeeding Celebration Week.

Jen Menzies, a health visitor with South Tyneside NHS Foundation Trust, organised the event, which was held at All Saints Children's Centre, South Shields.

She said: "More breastfeeders past, present and future than ever before came along to support us and to celebrate the benefits of breastfeeding."

Information stands at South Tyneside District Hospital, where health professionals and peer counsellors – mothers trained to help other women to breastfeed – shared their experiences and encouraged more mums to breastfeed also proved popular.

The aim of the celebration week was to provide an opportunity for mothers, breastfeeding supporters and health professionals to come together and share what works well to support breastfeeding in local communities in order to create a more breastfeeding-friendly culture and help mothers to continue breastfeeding for longer.

Mrs Menzies added: "Breast milk is perfectly designed for your baby, protects him or her from infections and diseases and is available whenever your baby needs it. Breastfeeding also provides health benefits for mothers and can help to build a strong emotional bond between you and your baby. The longer you breastfeed, the longer the protection lasts and the greater the benefits."

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Pictured above: Mums and their babies enjoying the Teddy Bears Picnic

Issued on behalf of South Tyneside NHS Foundation Trust by Kay Jordan

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