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For Immediate Release

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## News Release

### “Breastfeeding Welcome in PNHR Communities”

In support of breastfeeding and in celebration of World Breastfeeding Week October 1-7, 2010, new signs will soon be placed in public buildings around the cities of Lloydminster, Meadow Lake and North Battleford, and the Town of Battleford. The communities have teamed up with Prairie North Health Region (PNHR) to ensure that breastfeeding is being welcomed in all municipal facilities.

The new signs are designed to increase awareness about the acceptability of breastfeeding in public areas and help families feel more comfortable when breastfeeding their children in public.

“Breastfeeding is the normal, natural way in which to feed a child and the benefits of breastfeeding are countless,” said Shari Collins, PNHR Lactation Consultant in Lloydminster.

Health Canada reports that more than 80% of new moms choose to breastfeed. However, when a mother does not feel comfortable feeding in public, she may not continue to breastfeed for as long as she would like.

“We, as a community, can help prevent moms from stopping breastfeeding early by developing a comfortable social environment that offers acceptance and support,” stated Armande Ferland, PNHR Lactation Consultant in Meadow Lake.

Communities and businesses can help make themselves more breastfeeding friendly by having a comfortable area for women to sit while breastfeeding, complete with toys for older siblings. Posting signs that breastfeeding is welcomed, and talking with staff, will also help foster a more accepting environment.

According to Health Canada, the benefits of breastfeeding are many: breastfed babies are healthier than non-breastfed babies; breastfed babies have fewer allergies and infections; and breastfed babies may be at decreased risk for Sudden Infant Death Syndrome (SIDS).

Naida Hawkins, PNHR Lactation Consultant in The Battlefords, concluded, “It is important that we help mothers make breastfeeding successful. This starts with making our community a comfortable and accepting place to breastfeed.”

If you would like to have a sign posted in your business, demonstrating your support of breastfeeding, please contact: Shari Collins at (306) 820-6233; Armande Ferland at (306) 236-1574; or Naida Hawkins at (306) 446-6400 ext. 6132.



**Breastfeeding  
Welcome  
Here**