



Charlie Crist
Governor

Ana M. Viamonte Ros, M.D., M.P.H.
State Surgeon General

PINELLAS COUNTY HEALTH DEPARTMENT

September 12, 2008

FOR IMMEDIATE RELEASE

Contact: Jeannine Mallory, Public Information Officer
Pinellas County Health Department
727-824-6908 (media only)



Mother Support: Going for the Gold
World Breastfeeding Week is August 1 – 7, 2008

As the world celebrates the Summer Olympics in China, the World Alliance for Breastfeeding Action celebrates **World Breastfeeding Week, August 1-7**. As every country sends its best athletes to compete at these global games, it is important to remind ourselves that, in a similar fashion, a healthy young athlete can only emerge from a healthy start in life. There is no question that the very best infant and young child feeding is essential for the very best growth and development.

This year's theme is "Mother Support: Going for the Gold." This message delivers a call to support to breastfeeding mothers so that these mothers can provide a golden start for their children. The positive effects of breastfeeding provide important health benefits to both the mother and her baby, while saving healthcare dollars. Mounting evidence demonstrates that exclusive breastfeeding contributes significantly to better health for infants, children and mothers.

For infants and children, exclusive breastfeeding reduces the risk of conditions such as:

- Ear infections
- Asthma
- Obesity
- Type 1 and 2 diabetes
- Childhood leukemia
- Sudden infant death syndrome (SIDS)

For women, breastfeeding is associated with a reduced risk of conditions such as:

- Type 2 diabetes
- Breast cancer
- Ovarian cancer
- Postpartum depression

The American Academy of Pediatrics (AAP) recommends exclusive breastfeeding for the first six months of a baby's life. AAP also recommends continued breastfeeding, along with the addition of appropriate complementary foods, until at least the baby's first birthday.

For more information about breastfeeding, visit www.womenshealth.gov and then type "Breastfeeding" in the search box. You can also ask your doctor, health provider, or call the Health Center nearest you.

###

PinellasHealth.com