

World Breastfeeding Week

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Every year the World Alliance for Breastfeeding Action (WABA), working with organizations like the World Health Organization (WHO), UNICEF, and La Leche League International (LLLI), sets aside the first week of August as World Breastfeeding Week (WBW) to highlight the importance of breastfeeding to all moms and babies worldwide.

This year the focus is **Breastfeeding-a Vital Emergency Response**. Catastrophic weather emergencies like Hurricane Katrina and the earthquake in Indonesia have demonstrated that breastfeeding provides critical protections for the baby and the mother under extreme situations.

One of the objectives of WBW 2009 is "To inform mothers, breastfeeding advocates, communities, health professionals, governments, aid agencies, donors, and the media, about how they can actively support breastfeeding before and during an emergency."

"In emergencies, infants and young children are especially vulnerable to malnutrition, illness, and death." Poor sanitation, dirty water, scant food, and no shelter substantially impact the health and safety of everyone. Children who are breastfed have a secure, reliable source of instantly available food which actively protects the child against many of the illnesses that might arise. A mother and baby who are nurtured and kept together in a safe place with nourishment for the mother to maintain her own reserves are best able to survive the emergency. The goal is to "feed, nurture and support the mother and let her feed the baby."

Breastfeeding is lifesaving in an emergency because...it is normal.

CCE offers breastfeeding support to their participants. For more information please call 315-331-8415.