



## **La Leche League GB Press Release**

### **'From Bump to Breastfeeding'**

### **Free DVD offering breastfeeding support & tips for all UK pregnant mums**

A new free DVD entitled 'From Bump to Breastfeeding' is being launched on Monday 3 November. The DVD follows real mothers' stories, finding out how to breastfeed and providing a source of support. It gives positive and practical breastfeeding information to women who are unsure about whether to breastfeed and encourages those who are, to continue for longer. It will be distributed via midwives and health visitors to all pregnant women in the UK to help them with breastfeeding.

Best Beginnings, a child health charity, had the idea of developing and producing the free DVD about breastfeeding for all pregnant and new mums, and the 35-minute film has been developed in collaboration with the Department of Health. The DVD has been funded by the Department of Health, NHS Health Scotland, Welsh Assembly Government, Health promotion agencies in Northern Ireland and the Tedworth Charitable Trust.

The DVD hopes to tackle the barriers which stop many young women from breastfeeding by allowing them to access the knowledge at their own pace and in their own time. The DVD seeks to reassure women about their concerns with breastfeeding and to encourage them to choose breastfeeding over bottle feeding, showing it as normal and natural.

BAFTA award winning filmmaker Jacqueline Smith is responsible for producing the fly-on-the-wall documentary-style DVD, featuring nine women and following their breastfeeding journeys, exploring their expectations' and concerns as they prepare to have a baby, their experiences of learning how to breastfeed and the places they go to for breastfeeding support. The film also looks at the women's different experiences of introducing other food to their children. The primary objective of the DVD is to encourage mums to breastfeed, to emphasise the importance of breastfeeding and ultimately help increase breastfeeding rates in England and the rest of the UK.

In 2005, 78 per cent of mothers began breastfeeding but a third of these women had stopped by six weeks. For mothers under 20 years old, the figure is just 51% and by 6 weeks, only 14% of mothers under 20 years old are giving their baby breast milk. The Department of Health recommends exclusive breastfeeding up to the age of six months, with continued breastfeeding, alongside other food and drink after six months. Breast milk gives babies all the nutrients they need for the first six months of life and helps protect them from infection and diseases, such as gastro-intestinal infections, ear infections, urine infections, eczema and obesity in later childhood. The

DVD will also contain five supplementary films addressing common concerns for breastfeeding mothers.

The DVD is a unique collaboration between the Government, Best Beginnings, voluntary organisations and all the relevant royal colleges. La Leche League was one of the organisations consulted in the production of the DVD and we welcome its distribution to pregnant women. The combination of positive comments about breastfeeding, accurate information and details of support available, will give encouragement and confidence to those who watch it. The obvious enjoyment in their babies all these parents felt, along with different experiences of childbirth and lifestyles, is lovely to see. The DVD shows breastfeeding as a normal and natural part of family life and will hopefully inspire all who watch it to breastfeed their baby.

For more information or to view the DVD online from Best Beginning's website, please visit <http://www.bestbeginnings.info/video/> or visit [www.breastfeeding.nhs.uk](http://www.breastfeeding.nhs.uk).

To order a copy of the new breastfeeding DVD call the Department of Health order line on: **0300 123 1002**, or visit: [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk)

### **Notes:**

La Leche League is an international nonprofit, nonsectarian organisation dedicated to providing education, information, support, and encouragement - primarily through personal help - to women who want to breastfeed. It was founded in 1956 by seven mothers who wanted to make breastfeeding easier and more rewarding for both mother and child. .

LLLGB, a Registered UK Charity (Number 283771) is part of La Leche League International which is active in 65 countries and territories reaching more than 200,000 mothers monthly through a network of over 6,700 accredited, volunteer counsellors (known as Leaders).

LLL International is a major publisher of breastfeeding and parenting books. LLLGB sells these and other books through it's trading subsidiary, LLL Books ([www.lllgbbooks.co.uk](http://www.lllgbbooks.co.uk))

LLL International is a Non-Governmental Organization (NGO) in consultative status with UNICEF, in official relations with the World Health Organisation (WHO), and is a founding member of the World Alliance for Breastfeeding Action (WABA).

LLLGB is represented on The National Network of Breastfeeding Coordinators, Baby Feeding Law Group, various other committees including the Unicef UK Baby Friendly Steering Committee, and is a member of the Breastfeeding Manifesto Coalition.

Produced by Anna Burbidge, Chair, Council of Directors on behalf of LLLGB