

"Breastfeeding is the normal way of providing young infants with the nutrients they need for healthy growth and development. Virtually all mothers can breastfeed, provided they have accurate information, and the support of their family, the health care system and society at large.

Exclusive breastfeeding is recommended up to 6 months of age, with continued breastfeeding along with appropriate complementary foods up to two years of age or beyond.

Breast milk is the ideal food for newborns and infants. It gives infants all the nutrients they need for healthy development. It is safe and contains antibodies that help protect infants from common childhood illnesses - such as diarrhoea and pneumonia. Breast milk is readily available and affordable, which helps to ensure that infants get adequate sustenance.

Breastfeeding also benefits mothers. It reduces risks of breast and ovarian cancer later in life, helps women return to their pre-pregnancy weight faster, and lowers rates of obesity.

Beyond the immediate benefits for children, breastfeeding contributes to a lifetime of good health. Adults who were breastfed as babies often have lower blood pressure and lower cholesterol, as well as lower rates of overweight, obesity and type-2 diabetes.

There is evidence that people who were breastfed perform better in intelligence tests."

The World Health Organization, July 2009



Breastfed Baby Photo Exhibit

Submit a photo of your breastfed baby to be displayed during World Breastfeeding Week 2010

Check these web links for information about breastfeeding:

<http://www.who.int/topics/breastfeeding/en/>

<http://www.lll.org/bb.html>

For breastfeeding assistance, call 737-4577.

Sponsored by the Department of Health,
Bermuda Hospitals Board and La Leche League



The World Health Organization and healthcare professionals in our community recommend exclusive breastfeeding for the first six months.

Breastfeeding is the best beginning for babies because it promotes optimal growth and development and protects against illness.

Send a photo of your breastfed baby to the first annual *Breastfed Baby Photo Exhibit.*

EXHIBIT RULES

- Exhibit open to babies born after 1 July 2008 who were either breastfed or received breast milk for approximately five to six months. Photos of breastfed newborns will also be accepted & displayed under a special newborn section.
- Photos may be of baby alone or with family members.
- Email JPEGs photos to photos@bhb.bm or mail printed photos to: Public Relations Dept., Bermuda Hospitals Board, Box HM 1023, HM DX by **1 July 2010**. Include name of baby, parent, phone numbers, email address & baby's date of birth.
- Selected photos will be displayed during World Breastfeeding Week in August 2010.
- For further information, phone 737-4577, email photos@bhb.bm or visit these links:
www.health.gov.bm
[www.http://www.lllflorida.com/web/Bermuda.html](http://www.lllflorida.com/web/Bermuda.html)



All photos courtesy of Sacha Blackburne