

Press Release



8 June 2015
For immediate use

Best possible start for babies in the Borders

Breastfeeding isn't new; it's one of the oldest and most natural ways to feed the young, not to mention the healthiest option for both mum and baby. The Healthy Living Network works hard to raise the profile of breastfeeding with mums to be by explaining the advice and support that is available to all new mothers from their midwives and health visitors across the Borders. Promoting breastfeeding to mums to be who have not yet decided how they are going to feed their new babies should help encourage more to breastfeed when the time comes to start.

The NHS Borders and Scottish Borders Council Joint Health Improvement Team (JHIT) is hosting a Bump to Baby Event on Thursday 11th June in the Teviot Leisure Centre, Hawick from 10-12 noon. The event aims to provide mums to be and their partners, friends and families with babies up to six months of age an opportunity to meet professionals and local organisations who can give support and information about pregnancy, becoming a parent and of course breastfeeding.

NHS Borders now has 19 trained Peer Breastfeeding Supporters. Their role includes helping mums with difficulties they might face surrounding breastfeeding. The support they provide is additional and complementary to the care women receive from NHS Borders health professionals.

All babies and bumps who attend the Hawick event will receive a free handmade baby blanket, donated by Project Links UK.

For more information on why breastfeeding is best for you and your baby visit www.nhsborders.scot.nhs.uk.

Ends

Notes to editors

Evidence shows that the early stages in life are very important to babies' physical and emotional development as they learn about the world. One of the best things a mother can do for her new baby to support this development is to breastfeed. But over recent decades it appears that we have forgotten that breastfeeding is the natural and ideal way to nourish small children. Yet the fact remains that breastfeeding provides the main source of nutrients in the first few months of life.

Both NHS Borders and Scottish Borders Council are committed to helping families give their babies the best possible start in life, in line with the internally recognised [UNICEF Baby Friendly Initiative](#).

More information is available from The Joint Health Improvement Team, Scottish Borders Council HQ, The Old School Building, Newtown St Boswells, TD6 0SA. Tel: 01835 825970
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Please contact Communications on 01896 828287 for further information