



## **PRESS RELEASE**

**30 July 2008**

### **Mothers Take On Breastfeeding Challenge**

*Working mothers speak up and unite in a mass synchronized breastfeeding event at Mt Alvernia Hospital on 2 Aug 2008 in conjunction with Breastfeeding Awareness Month*

In an attempt to set a new Singapore record for the biggest number of mothers to breastfeed together, over 100 mothers – many working mothers, are expected to take part in a mass synchronized breastfeeding event at Mount Alvernia Hospital (Lecture Room) on Saturday, 2 August 2008 at 10.30am. The event is open to all breastfeeding mothers (babies at any age) and admission is free. All participating mothers will be entitled to a Goodie Bag. To register, please email [corpdev@mtalvernia-hospital.org](mailto:corpdev@mtalvernia-hospital.org) or call 9839-9477.

This record attempt is part of World Breastfeeding Week (WBW) 2008 Global Breastfeeding Wave Event, a global initiative of the World Alliance for Breastfeeding Action (WABA). If more than 200 mother-baby pairs successfully breastfeed together for a minimum of one minute, the hospital will be awarded a Gold Medal. A Silver Medal will be awarded if at least 100 mother-baby pairs participate; and a Bronze Medal if at least 50 mother-baby pairs take part.

A leader in Obstetrics & Gynaecology, Mount Alvernia Hospital is a strong supporter of breastfeeding and has an excellent track record in successful breastfeeding for mothers who have delivered at the hospital. In a study done on newborns up to 6 weeks of age, the percentage of mothers who delivered their babies in Mount Alvernia and continue to breastfeed at 6 weeks of age averaged 85%. This compares with a national average of 50%<sup>1</sup> at 2 months of age.

Mount Alvernia attributes its success to highly personalised care of mothers at its Delivery suites and Maternity wards. At the Delivery Suite, mothers are encouraged to breastfeed within the first hour of delivery if both mother and baby are well. In addition, all mothers are personally visited by in-house lactation consultants/counsellors and guided on the art of breastfeeding.

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<sup>1</sup> Source: National Breastfeeding Survey conducted by the Health Promotion Board in 2001

## **Breastfeeding Benefits**

Breastfeeding has been shown to decrease babies' and mothers' risk of having many short-term and chronic diseases<sup>2</sup> such as lower respiratory tract infections, skin rash, asthma, diabetes and leukemia. Women who breastfed their babies have been shown to benefit from reduced risk of diabetes, ovarian cancer and breast cancer.

“One of the key reasons why mothers stop breastfeeding is because they find it inconvenient once they return to work,” said Ms Kang Phaik Gaik, Senior Lactation Consultant with Mount Alvernia Hospital and Executive Member of the Association for Breastfeeding Advocacy, Singapore (ABAS). “This mass synchronized breastfeeding event is both a fun and educational way to raise awareness and to provide an opportunity for breastfeeding mothers to meet and share their personal experiences. We hope that through activities like these, we can encourage more mothers to breastfeed their babies, and for longer.”

Besides breastfeeding education, Mount Alvernia Hospital's Childbirth Education programme also covers nutrition, pregnancy preparation, pre- and post-natal care. For more information, please call 6347 6332.

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### **About Mount Alvernia Hospital** ([www.mtalvernia-hospital.org](http://www.mtalvernia-hospital.org))

Mount Alvernia Hospital (MAH) is a 303-bed general hospital which offers a full range of medical services. Established 47 years ago as a private not-for-profit missionary hospital, MAH provides multi-disciplinary medical care drawing on the best of technological advances and medical expertise. Our commitment is to Serve All With Love and provide value-for-money healthcare services to all. Our patients have access to the best doctors in private practice in Singapore and can choose from more than 1,100 accredited specialists from over 20 disciplines. These include Orthopaedic Surgery, Oncology, Neurology, Ophthalmology, Cardiology and General Surgery.

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<sup>2</sup> Source: Breastfeeding and Infant Outcomes in Developed Countries (April 2007)