

WORLD BREASTFEEDING WEEK

1-7
AUG
2021

BREAST MILK MATTERS | PROTECT BREASTFEEDING

World Breastfeeding Week begins each year on the 1st August and runs through until the 7th. This week aims to raise awareness of the huge benefits that breastfeeding can bring to both the health and welfare of babies. To give babies a good beginning mother's breast milk matters. The quality, the taste, the smell and general nutritional value of breast milk impacts on how well your baby will grow and develop in early childhood.

The Centers for Disease Control and Prevention (CDC) has established that when breastfeeding mothers consume alcohol, tobacco, marijuana or any other harmful drugs, the nutritional value of breast milk is compromised.

Alcohol and Drug Concerns (*Foundation for Prevention*) adds its voice to the growing concern of breastfeeding mothers who drink alcohol, smoke tobacco, vape, smoke marijuana or any other harmful drug during the breastfeeding months which causes the greatest harm to a baby. "When mother drinks alcohol, baby drinks alcohol when breastfeeding."

"When mother smokes tobacco, baby smokes tobacco when breastfeeding."

