



NHS North Staffordshire  
NHS Stoke on Trent

## **Press Release**

**Date:** 1 August 2011

### **Local NHS marks World Breastfeeding Awareness Week with pharmacy campaign**

Local mums can now get more breastfeeding support from pharmacies with the start of a breastfeeding campaign, coinciding with World Breastfeeding Awareness Week (1<sup>st</sup>-7<sup>th</sup> August).

NHS Stoke on Trent and NHS North Staffordshire have given all local pharmacies materials to help pharmacists continue to support breastfeeding mothers during the month of August and beyond.

“Pharmacists play an important role in supporting mothers who want to breastfeed their babies,” said Fiona Riley, Primary Care Pharmacist, NHS North Staffordshire and NHS Stoke on Trent. “They are able to talk to women about why breastfeeding matters for health, where to find local support, and the safety of medicines for each mother and baby pair.”

“I am pleased to be taking part in this campaign to support mums to breastfeed,” said Aidan McGirr, Pharmacy Manager, Lloyds Pharmacy, Fountain Street, Leek. “As a pharmacist I’m happy to provide advice to mums and signpost them to local services, so I encourage mums who

have any queries about breastfeeding to consider speaking to their local pharmacist.”

Unfortunately, breastfeeding rates in North Staffordshire and Stoke on Trent are lower than the England average. Breastfeeding protects the health of both mother and baby. Breastfed babies are less likely to become overweight or obese as children, or develop type 2 diabetes or high blood pressure later in life. Women who breastfeed are less likely to suffer ovarian and breast cancer, and breastfeeding uses up 500 calories a day and saves money.

For further advice mums registered with a North Staffordshire GP can ring 01538 487170 or email [infantfeeding@northstaffs.nhs.uk](mailto:infantfeeding@northstaffs.nhs.uk). The breastfeeding helpline is available out of hours (Monday to Friday between 5pm and 9am and 24 hours weekends and bank holidays) on 01782 425894. Mums registered with a Stoke on Trent GP can contact Mum2Mum anytime on 01782 425 894.

-ENDS-

**NHS North Staffordshire** leads the NHS in North Staffordshire, being responsible for health and healthcare services for more than 210,000 people living in Newcastle and the Staffordshire Moorlands. With an annual budget of £330m, our main role is to commission (or contract) services from health service providers - including all GP practices, dentists, community pharmacists and optometrists in the area as well as acute hospitals and mental health trusts. We are also committed to reducing health inequalities and to improving the health and well-being of local people, e.g. through our health trainer service, stop smoking service and lifestyle risk management programmes. Our provider arm, North Staffordshire Community Healthcare, manages a number of community hospitals and health centres and also provides community nursing and therapy services, district nursing, health visiting, school nursing, speech & language therapy as well as physiotherapy and intermediate care services.

For further details see [www.northstaffordshire.nhs.uk](http://www.northstaffordshire.nhs.uk)

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