

## **Motion 6 - Breastfeeding Friendly Wirral**

Proposed by: Councillor Wendy Clements

Seconded by: Councillor Mary Jordan

Council notes the extensive and resounding evidence that breastfeeding saves lives, improves health and saves money in every country worldwide. It protects children from a vast range of illnesses including infections, diabetes, asthma, heart disease and obesity, as well as Sudden Infant Death Syndrome (cot death). It supports the mother-baby relationship and the mental health of both baby and mother. However, recently Wirral University Teaching Hospital's breastfeeding initiation rate stood at only 61.21%.

Council further notes that James P. Grant, Executive Director of UNICEF 1980 - 1995, said: "Breastfeeding is a natural 'safety net' against the worst effects of poverty. Exclusive breastfeeding goes a long way toward cancelling out the health difference between being born into poverty and being born into affluence. It is almost as if breastfeeding takes the infant out of poverty for those first few months in order to give the child a fairer start in life and compensate for the injustice of the world into which it was born."

Council therefore resolves to:

- be a Baby Friendly employer
- Adopt the Breastfeeding Welcome Scheme in Wirral to increase the number of venues where breastfeeding mothers can feel confident to nurse, and thus support a cultural shift towards breastfeeding in our area.
- Sign up all council buildings as Breastfeeding Welcome venues