

Media Release

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5th March 2010

Tauranga mum a winner in breastfeeding photo competition

Tauranga's Rachel Stringfellow has come second in the Upper Central North Island category in the Ministry of Health's breastfeeding photo competition, with a photo taken at the Tauranga races. Erena Mikaere from Rotorua came in first place.

Bay of Plenty District Health Board spokesperson and mum of two Kelly Bullen says the competition aimed to celebrate and support breastfeeding and in particular, breastfeeding in public. Over 360 entries were received nationwide.

"We're pleased that so many mums showed their support for breastfeeding by entering photos. They are sending a strong message to other women that breastfeeding in public is entirely natural. The proud looks on the faces of the mums who entered shows just how far we have come."

Rachel's photo shows her feeding baby Caitlynn on a day out at Tauranga races. Rachel says breastfeeding is so much easier and healthier than using formula.

"Formula is such a hassle, getting it ready, sterilising and having to remember to take it with you when you're out. Breastmilk is free and I've never had a problem breastfeeding in public," she says.

Kelly says breastfeeding gives baby a great start in life.

"It helps them develop physically and emotionally and helps build immunity. Breastmilk can give babies a perfect blend of nutrients.

“It’s best for mum too. It reduces the risk of some breast cancers and may reduce the risk of ovarian cancer, osteoporosis and hip fractures later in life.”

The breastfeeding competition had a regional flavour, with women invited to enter photos of themselves or their friends breastfeeding in public locations. Winners from eight regions have been selected by public vote and receive a prize pack and vouchers.

The competition is part of the Ministry of Health’s breastfeeding education initiative, which includes the display around the country of pictures of women breastfeeding. The winning photos can be viewed at www.breastfeedingnzphotos.org.nz.

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