

# Milton set to take part in breastfeeding challenge

*Event aims to promote benefits of declining practice*

By **STEPHANIE THIESSEN**

*The Champion*

Jill Hicks is hoping Milton moms will join her tomorrow in trying to set a rather unusual world record — a record for the most babies breast-feeding at one time.

Today until October 7 is World Breastfeeding Week in Canada. It's in honour of this week that the Halton Baby-Friendly Initiative and the Quintessence Foundation are promoting the Breastfeeding Challenge 2004.

The challenge will take place at the Milton Community Resource Centre, 917 Nipissing Rd., from 10 a.m. until noon with the official starting at 11 a.m. All breastfeeding moms are

welcome.

"We hope it'll make people aware of the goodness of breastfeeding," said Ms Hicks, an international board-certified lactation consultant in private practice in Milton.

Local moms will be competing against moms and babies in communities across Canada for the most babies participating as a percentage of the birth rate.

There will be refreshments and door prizes.

This is the first year Milton has participated in the Breastfeeding Challenge.

"It's going to be fun and a celebration of the work breastfeeding moms are doing," Ms Hicks said. "It's an opportunity to connect with others

and receive encouragement and support."

This year's World Breastfeeding Week message is that breastfeeding is safe, sound and sustainable.

It's safe, Ms Hicks explained, because it doesn't carry the same risks as baby formula. It's sound, because "It's all the baby needs in terms of quantity and quality," she said. And it's sustainable because the mother produces for as long as she continues nursing.

"We're trying to promote women to breastfeed exclusively for six months and to continue up to two years," Ms Hicks said, adding it's one of the greatest gifts a mom can give her child.

And, she said, it's also healthy for moms.

Public awareness of breastfeeding is important, Ms Hicks said.

Worldwide, only 39 per cent of babies breast-feed exclusively, even in the first four months of life. In North America, 49 per cent of women quit breastfeeding after two weeks.

"North America is a bottle-feeding culture — that influences in an unconscious way how we view our bodies," she said.

The Halton Baby-Friendly Initiative is a community action group whose mission is to protect, promote and support breastfeeding in the community.

For more information about the 2004 Breastfeeding Challenge, call Milton District Hospital at (905) 878-2383, ext. 7610.

Stephanie Thiessen can be reached at [sthiessen@miltoncanadianchampion.com](mailto:sthiessen@miltoncanadianchampion.com).

## Funding approved for library's 150th anniversary event

Town council approved \$30,000 in funding Monday night for the Milton Public Library sesquicentennial celebrations.

The money will help the library mark its 150th anniversary next year with projects aimed at promoting the local facility to users and non-users.

Some of the things planned include a quilt contest, a library history booklet, a commissioned painting by local artist Marion Detlor, library shirts, various small draws and contests, a banner for the library facade and participation in the Santa Claus parade.

The major event of the year will be a celebration held next October, which will include catering and entertainment, along with the unveiling of the quilt, booklet and painting.

The funding will come out of the library reserves.

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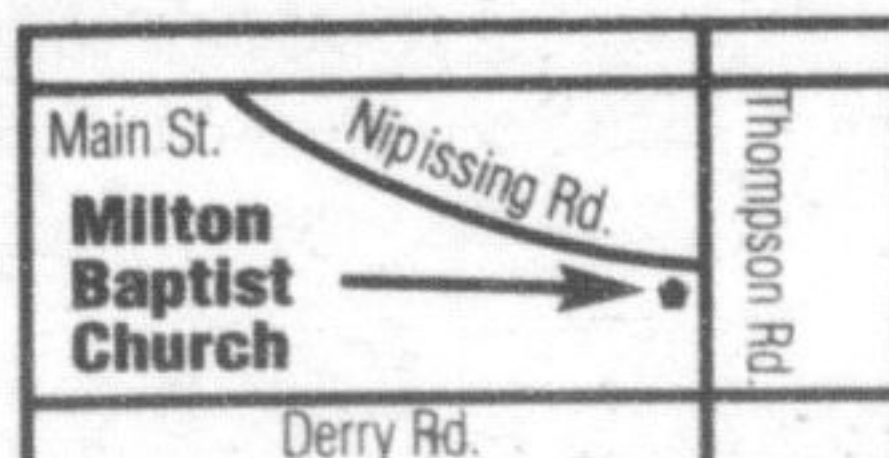
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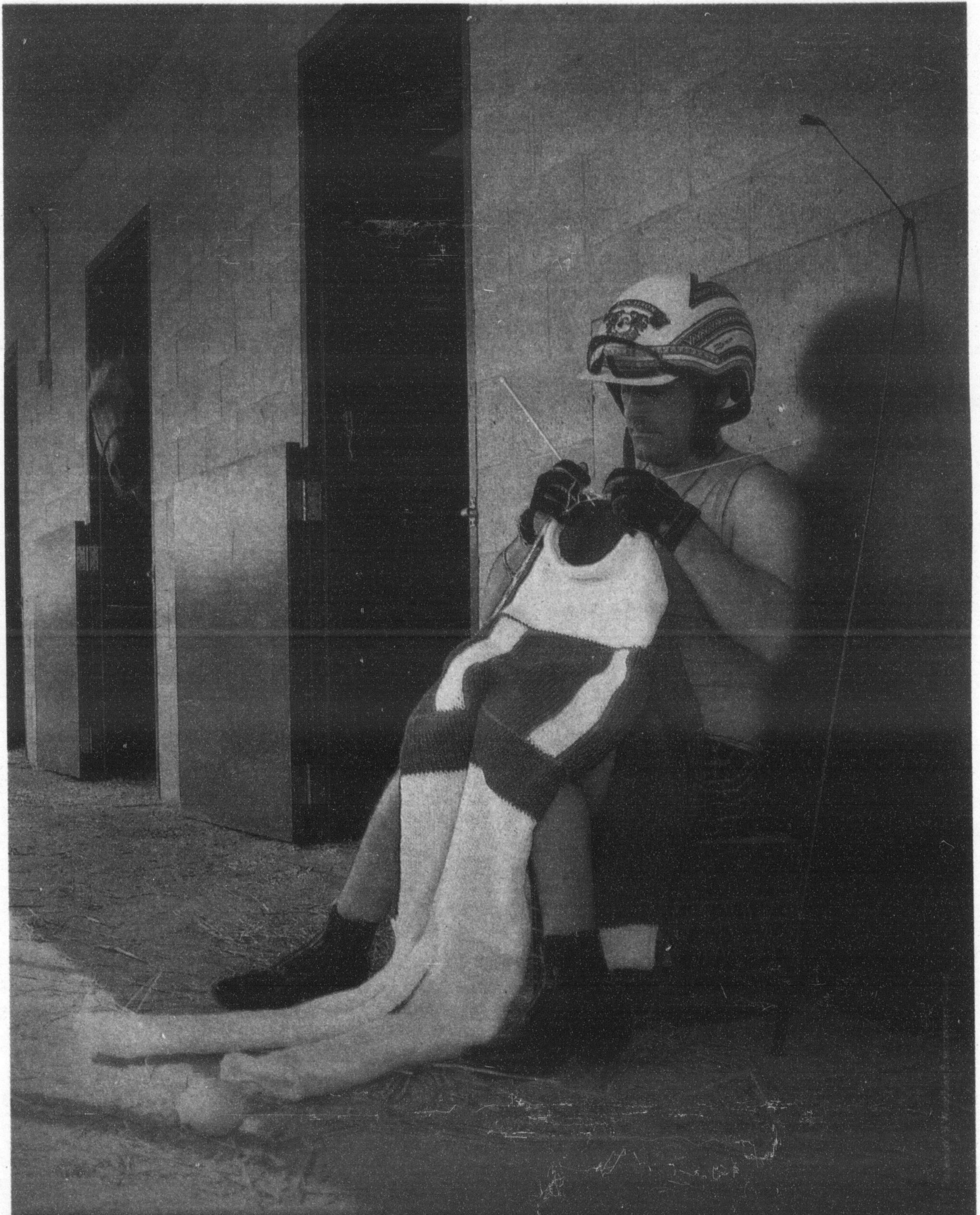
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