

**Press Release**

**Issued January 12<sup>th</sup> 2007**

**For Immediate Release**

**Mum gets creative to show breast is best**

New website for Breastfeeding Awareness Week 2007 13th-19th May

When Lisa Cole was asked when her baby would be off breastmilk and onto 'proper milk' she was left speechless. However the criticism started the mum from Bristol on a new career. Now mums who are breastfeeding and proud of it can get information and support from [www.lactivist.net](http://www.lactivist.net) and buy t shirts for the whole family from The Mothers Milk Marketing Board at [www.lactivist.co.uk](http://www.lactivist.co.uk)

[www.lactivist.net](http://www.lactivist.net) is Lisa Cole's latest way to support breastfeeding. Launched in January 2007, [www.lactivist.net](http://www.lactivist.net) is a networking HQ for lactation activists. It will list all the events for NHS Breastfeeding Awareness Week and is a one-stop resource for information about breastfeeding campaigns in the UK. There are free posters and cards to download, articles to read, useful resources and more.

Lisa's Lactivist career started when she took action to meet critical comments face on, and created a tiny "***I'm a tit man***" t-shirt for her son to wear. Soon she found she was being stopped in the street by people who wanted one for their child. This made her realise that, mums across the UK wanted more support for breastfeeding. <sup>1</sup> Lisa says "*I'd like breastfeeding mothers to be acknowledged for giving their child the best start in life. It's crazy that it's socially acceptable to give a baby cow's milk anywhere you like, but if a mother breastfeeds in public she risks being asked to go to the toilet or move on.*"



Three years on, [www.lactivist.co.uk](http://www.lactivist.co.uk) sells a huge range of items to promote breastfeeding. The '***I love mummy milk***' and '***I like milk from my mum, not from just any old cow***' slogans are best sellers and the 'Care Instructions' for new mums says it all with symbols too so there can be no confusion – '***Handwash only, love unconditionally, breastfeed as required***'.

For further information contact Lisa Cole (Moomum) [moomum@lactivist.co.uk](mailto:moomum@lactivist.co.uk), 0117 908 0600. 0787 118 3073. The Mothers Milk Marketing Board is at [www.lactivist.co.uk](http://www.lactivist.co.uk) for pro-breastfeeding slogan t-shirts and accessories and [www.lactivist.net](http://www.lactivist.net) is the network for Lactation Activists.

##Ends##

---

<sup>1</sup> Breastfeeding reduces the chances of developing allergies and boosts the immune system to protect them from illness throughout their lives. However, only 62% of women in Britain even attempt to breastfeed and only 29% are still breastfeeding at 4 months.

Notes to editors

1. For press enquiries, contact Lisa Cole(Moomum) [moomum@lactivist.co.uk](mailto:moomum@lactivist.co.uk), 0117 908 0600/0787 118 3073. Hi res photos available upon request.
2. Lisa Cole is a 39yr old single mum who lives in Bristol, she has a degree in fashion and textiles.
3. The Mothers Milk Marketing Board at [www.lactivist.co.uk](http://www.lactivist.co.uk) was launched in 2003. The first [www.lactivist.co.uk](http://www.lactivist.co.uk) website was built as a birthday present to Lisa by her boyfriend. The site has expanded rapidly over 3 years and now offers a huge range of slogans. The site also sells slogan bags, badges, stickers and magnets as well as breastfeeding support teas, nursing necklaces, nursing bras, slings, cloth nappies and toys.
4. [www.lactivist.co.uk](http://www.lactivist.co.uk) - Pro-breastfeeding slogan t-shirts, breastfeeding aids, gifts, etc. [www.lactivist.net](http://www.lactivist.net) - Lactivists networking site, breastfeeding campaigns and key players.
5. A Lactivist is a Lactation Activist
6. Slogan t-shirts are sold online and also at [www.naturalnursery.co.uk](http://www.naturalnursery.co.uk).
7. [www.lactivist.co.uk](http://www.lactivist.co.uk) has been a huge hit with mums. One customer says, "I came across your site and have fallen in love with your t-shirts. I have also had a lot of unkind and unnecessary comments regarding breastfeeding my children. I would never be so rude as to ask someone why they are formula feeding, so why do they feel they can cross-examine me...?"  
"My two-year-old daughter is still happily breastfeeding and the T-shirts have been a great way of nipping in the bud all those, "Oh, is she STILL doing THAT?" conversations. Brilliant!"  
"It would be nice if more mums would stick at breastfeeding as its really hard in the first few weeks but gets easier as you know yourself. At the end of the day that's the real reason breast are there! Wish other people would realise it!!"
8. National Breastfeeding Awareness Week (NBAW) is an annual health campaign. This campaign is part of the Department of Health's commitment to promote breastfeeding as the best form of nutrition for infants. National Breastfeeding Awareness Week: 13th-19th May 2007 <http://www.breastfeeding.nhs.uk/>  
[http://www.dh.gov.uk/PolicyAndGuidance/HealthAndSocialCareTopics/MaternalAndInfantNutrition/MaternalAndInfantNutritionGeneralArticle/fs/en?CONTENT\\_ID=4049200&chk=Q1jptj](http://www.dh.gov.uk/PolicyAndGuidance/HealthAndSocialCareTopics/MaternalAndInfantNutrition/MaternalAndInfantNutritionGeneralArticle/fs/en?CONTENT_ID=4049200&chk=Q1jptj)
9. Breastfeeding Facts: Following World Health Organisation guidance, the Department of Health's latest recommendations to support women breastfeeding state:
  - Breast milk is the best form of nutrition for infants.
  - Exclusive breastfeeding is recommended for the first 6 months (26 weeks) of an infant's life, as it provides all the nutrients a baby needs.  
Source: [http://www.breastfeeding.nhs.uk/in\\_infoaboutbf.asp](http://www.breastfeeding.nhs.uk/in_infoaboutbf.asp)
  - The World Health Organisation recommends breastfeeding to at least the age of 2 years old.
  - Nearly all women – around 99 per cent – can breastfeed successfully  
Statistics from The Ecologist 01/04/2006 [http://www.theecologist.org/archive\\_detail.asp?content\\_id=586](http://www.theecologist.org/archive_detail.asp?content_id=586)