

The **Breastfeeding Challenge** is an international event which challenges communities to have the most mothers (as a percentage of the birthrate) breastfeeding simultaneously in a set geographic area. It is a fun way to support breastfeeding and gather with others from the community.

Breastfeeding Challenge 2011

In 2011 there were 4,373 children at 282 sites in 16 countries. The largest site globally was the City West Shopping Centre in Dublin with 146 babies.

2011 Largest country		
Site		Total Babies
1.	Canada	3451
2.	Ireland	392
3.	United States	261
4.	Cyprus	230
5.	Netherlands	101
6.	Russia	60
7.	Italy	55
8.	Romania	53
9.	Moldova	9
10.	South Africa	8
11.	Bermuda	7
12.	Hungary	6
13.	Cambodia	5
14.	Japan	5
15.	Ukraine	2
16.	China	1

The 2011 Breastfeeding Challenge in North Bay was held at the North Bay Mall with 26 moms and 27 children participating. Thank you to all who participated.



The Breastfeeding Challenge is part of **World Breastfeeding Week** which recognizes breastfeeding as the norm for infant feeding. This year's theme is:



Talk to me! Breastfeeding—A 3D Experience

The **World Alliance for Breastfeeding Action** (WABA) has announced the theme for 2011's World Breastfeeding Week. "Talk to me! Breastfeeding-- A 3D Experience" acknowledges that breastfeeding support has traditionally been two-dimensional, focusing on time (pre-pregnancy to weaning) and place (communities, health care systems). However, a three-dimensional approach that includes communication is key. The artwork is a nod to social media, turning the image of an RSS Feed into a breastfeeding family.

The local Breastfeeding Coalitions will be putting up displays and planning other activities to celebrate World Breastfeeding.

For more information about activities and support related to breastfeeding, visit the Health Unit's web site at www.healthunit.biz or call (705) 474-1400, ext 2356 or 1-800-563-3808.