

# WORLD BREASTFEEDING WEEK 2015

*Activities by Association for Breastfeeding Advocacy,  
Singapore*

In 2015, the activities conducted were the Public Forum and the Mass Latch Event.

Ms Cynthia Pang

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## World Breastfeeding Week 2015

The 2 activities organized were the Public Forum and Mass Latch Event on the 1 Aug 2015.

### Public Forum



On the 1 August 2015, a Public Forum: Nurturing your child at birth and beyond was organized by Association for Breastfeeding Advocacy, Singapore and Joyful Parenting and Breastfeeding from the Family Life Society, Singapore. The forum was supported by Health Promotion Board, Singapore and the National Trade Union Congress, U Family Unit. The topics and speakers were as listed below:

1. Can I have Natural Child Birth – Ms Patricia Chong, Child Birth Educator
2. Nurturing Your Child from Birth – Dr Chua Mei Chien, Senior Consultant Neonatologist, Head of Special Care Nursery, KK Women's & Children's Hospital
3. Feeding Your Child from Birth and Beyond – Dr Mythili, President BMSG
4. Support for Mothers at Work – Liquid Gold Project by NTUC U Family

A total of 109 participants attended the public forum.

### Mass Latch Event at Shopping Mall



On the 1 August 2015, the Mass Latch event was held at United Square Shopping Mall. This event was organized by KK Women's and Children's Hospital and the Association for Breastfeeding Advocacy, Singapore. The purpose was to gather as many breastfeeding mothers to bond together to create awareness and normalize breastfeeding in the public. At 10.30 am, 120 breastfeeding mothers simultaneously latched on their babies to breastfeed. It was evident that many of these breastfeeding mothers came with the support of their family members comprising of spouses and grandparents who were present during this event.