

Press Release from the Breastfeeding Network - 7th October 2015

**CAN YOU HANDLE THE #TEABREAKCHALLENGE? It’s as easy as 1, 2, TEA!**

Last year was all about the #icebucketchallenge, but in 2015 there’s a more civilised option on offer. Take the #teabreakchallenge and help raise funds to support mums and their families across the UK.

The Breastfeeding Network is asking mums, dads and anyone else who deserves a break to put their feet up, enjoy a cup of tea, share their picture or video online using #teabreakchallenge, and help raise funds for the vital Drugs in Breastmilk information service.

For more than 15 years the Drugs in Breastmilk information service has been answering thousands of phone calls, emails and now social media questions from mums, families and healthcare professionals, and providing specific, evidence based information on the safety of medications, procedures and treatments while breastfeeding.

Many mums who get in touch with the service are worried that they’ll need to stop breastfeeding before they want to, or are considering delaying starting important medication because they cannot find useful information about medication and breastfeeding. The Drugs in Breastmilk information service provides mums with evidence based information, thoroughly researched by a qualified and experienced pharmacist, so that they can make their own informed decisions about their treatment and how they feed their babies. The service also provides dozens of [downloadable information sheets](http://www.breastfeedingnetwork.org.uk/detailed-information/drugs-in-breastmilk/drugs-factsheets/) on the most common questions that mums ask – including information about treatments for postnatal depression.

This year the fundraising campaign will focus on maternal mental health. Around 15% of enquiries to the Drugs in Breastmilk information service are around postnatal depression and mental health and the number is increasing year on year. By starting a conversation about maternal mental health as part of your tea break, you’ll help raise awareness of an issue which affects more than 1 in 10 new mums.

To get involved, all you need to do is take a tea break on your own or with friends, share a photo of your tea break on Facebook, Twitter or Instagram using #teabreakchallenge, then donate by texting DIBM £3 to 70070 and nominate a friend who you think deserves a tea break as well.

Shereen Fisher, CEO of the Breastfeeding Network said: *‘We know that mums work really hard day in day out, so what a great opportunity for them to take a break and raise money to help support other families as the same time. The Breastfeeding Network is all about mums supporting mums, and this is just another example of that ethos in action.”*

**ENDS**

**Notes to Editors**

* Contact: Felicity Lambert [felicity.lambert@breastfeedingnetwork.org.uk](mailto:felicity.lambert@breastfeedingnetwork.org.uk) / 07826671222
* For more information visit [www.breastfeedingnetwork.org.uk/drugs-in-breastmilk](http://www.breastfeedingnetwork.org.uk/drugs-in-breastmilk)

The **Breastfeeding Network** (BfN) aims to be an independent source of support and information for breastfeeding women and others. It aims to:

* Promote breastfeeding and a greater understanding of breastfeeding in the United Kingdom.
* Collect and disseminate information on breastfeeding and baby and infant nutrition.
* Provide information and support to parents on the feeding of babies and infants.
* Set and encourage the acceptance of quality standards for breastfeeding support.
* Establish and publish codes of practice for such support