



**FOR IMMEDIATE RELEASE**

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## **World Cancer Research Fund Hong Kong (WCRF HK) launches “A Closer Look At: Breastfeeding” leaflet**

In celebration of World Breastfeeding Week (1-7 August) and to promote further the benefits of breastfeeding, World Cancer Research Fund Hong Kong (WCRF HK) has launched a new leaflet describing the health benefits of breastfeeding.

The leaflet – called A Closer Look At: Breastfeeding - covers the benefits of breastfeeding for the mother and baby, tips for successful breastfeeding as well as tips for dietary requirements for the mother and baby. Please call WCRF HK on tel. 2529 5025 to obtain a free copy.

### **Breastfeeding reduces the risk of breast cancer**

Many people may already know that breast milk is the best food for babies. Yet, they may not know that breastfeeding can bring long-term health benefits to both the mother and baby. Patricia Chiu, Education Officer of WCRF HK says, “According to the WCRF/AICR Expert Report (2007): *Food, Nutrition, Physical Activity and the Prevention of Cancer: a Global Perspective*, there is convincing evidence that breastfeeding helps to reduce the risk of breast cancer by lowering the levels of some cancer-related hormones in the mother’s body. Breastfeeding can also help mothers to lose any extra weight gained during pregnancy while evidence also showed that the longer a mother breastfeeds, the more beneficial it is.”

### **Being breastfed helps baby to grow up healthily**

Being breastfed as a baby also offers health benefits to a child as they develop and become an adult. Breast milk contains all the nutrients a baby needs for healthy development in the first six months of life and helps the baby to grow at the right pace.

As the antibodies in the breast milk helps protect the baby from infection and disease, babies who are breastfed are less likely to develop allergies such as eczema and asthma. Moreover, babies who are breastfed are less likely to become overweight or obese as they grow up. This is really important as there is convincing evidence that being overweight increases the risk of six common cancers.

### **WCRF HK’s Recommendation on breastfeeding**

WCRF HK’s Recommendation is that babies should be exclusively breastfed until they are six months old and then add other liquids and foods. To learn more, please visit [www.wcrf-hk.org](http://www.wcrf-hk.org) or call WCRF HK on tel. 2529 5205 for a free copy of “A Closer Look At: Breastfeeding” leaflet.

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**Photo caption:**

In celebration of World Breastfeeding Week (1-7 August), World Cancer Research Fund Hong Kong (WCRF HK) has launched a new leaflet, “A Closer Look At: Breastfeeding”, promoting the health benefits of breastfeeding. To obtain a free copy, please call WCRF HK on tel. 2529 5025, or visit [www.wcrf-hk.org](http://www.wcrf-hk.org)

**About World Cancer Research Fund Hong Kong (WCRF HK)**

World Cancer Research Fund Hong Kong (WCRF HK) raises awareness that cancer is largely preventable and helps people make choices to reduce their chances of developing the disease.

This includes research into how cancer risk is related to diet, physical activity, and weight management, and education programmes that highlight the fact that about a third of cancers could be prevented through changes to lifestyle. For more information on the charity’s work, visit [www.wcrf-hk.org](http://www.wcrf-hk.org)

The WCRF report, called Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective, was launched in November 2007 and is the most comprehensive report ever published on the link between cancer and lifestyle. For more information, visit [www.dietandcancerreport.org](http://www.dietandcancerreport.org)

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