

# News for Women

## Campaign Is Born To Promote Breastfeeding

(NAPSA)—While many Americans know that the best form of nutrition for babies is breast milk, our nation has one of the lowest breastfeeding rates in the developed world. Recent studies show that babies who are breastfed are less likely to develop ear infections, respiratory illness, and diarrhea.



**For more information about breastfeeding, go to [www.4woman.gov](http://www.4woman.gov).**

That is why the U.S. Department of Health and Human Services (HHS) Office on Women's Health (OWH), and the Ad Council have teamed up to develop a national breastfeeding awareness campaign. All of the ads drive home the message: "Babies were born to be breastfed." The PSAs will target the general market as well as the African-American community, as rates of breastfeeding are lowest among this population.

The public is asked to visit [www.4woman.gov](http://www.4woman.gov) or call (800) 994-WOMAN (9662) to talk with trained Information Specialists and Breastfeeding Peer Counselors at the National Women's Health Information Center (NWHIC), who can help with breastfeeding issues.