

## **World Breastfeeding Week 2018**

Zug, 2 August 2018

### **Launch of LactaPedia: A New Online Resource Towards Consistent Terminology in the Field of Human Lactation**

**During World Breastfeeding Week 2018 the Family Larsson-Rosenquist Foundation (FLRF) and the University of Western Australia (UWA) launch the first version of *LactaPedia - A Glossary of Lactation for Science and Medicine* ([www.LactaPedia.com](http://www.LactaPedia.com)) to ensure consistent terminology in the field of human lactation with the aim to globally improve future communication within science and medicine.**

World Breastfeeding Week is celebrated annually from 1-7 August to encourage breastfeeding and improve the health of babies around the world. It commemorates the Innocenti Declaration signed in August 1990 by government policymakers, the World Health Organization (WHO), UNICEF and others to protect, promote and support breastfeeding. This year's theme is *Breastfeeding: Foundation of Life*.

FLRF is dedicated to supporting breastfeeding and breast milk by investing globally in related projects and scientific research, and places high value on multidisciplinary collaboration and sustainability. To celebrate World Breastfeeding Week 2018, FLRF and UWA have launched *LactaPedia - A Glossary of Lactation for Science and Medicine*. *LactaPedia* is a freely accessible online platform of research-based terminology for human lactation.

*LactaPedia* was developed at UWA by Senior Research Fellow Melinda Boss and Emeritus Professor Peter Hartmann. It is intended to eliminate inconsistencies in terminology – which lead to inconsistencies in understanding – of human lactation.

“Conflicting advice is one of the most common factors that impact a mother's confidence in her ability to breastfeed and sustain lactation”, says Melinda Boss. “*LactaPedia* is an essential first step in establishing a common medical and scientific understanding of human lactation”.

#### **Upcoming book: *Breastfeeding and Breast Milk – from Biochemistry to Impact***

*LactaPedia* will also be included in *Breastfeeding and Breast Milk – from Biochemistry to Impact*, a new book which will be published by FLRF at the end of September 2018. The book provides a factual, scientifically robust overview of key topics written by leading experts at the heart of breastfeeding and breast milk. It aims to empower decision-makers with the knowledge required to increase promotion, protection and support for breastfeeding and the use of breast milk. The book features contributions from a wide range of disciplines, including medicine, sociology, political science and economics.

The WHO has challenged the world to increase rates of exclusive breastfeeding in the first six months of a baby's life up to at least 50% by 2025<sup>1</sup>. In so doing, it has emphasised the importance of breast milk for children's health and development.

“While it is heartening to see promotion, protection and support of breastfeeding moving higher on many governmental agendas, there is still more work to be done”, says Göran Larsson, Chairman of FLRF Board. “Therefore, it is our hope that by providing factual, relevant information, this book will serve as a launching point for those eager to advance the vital practise of breastfeeding”.

<sup>1</sup><http://www.who.int/nutrition/global-target-2025/en/>

**LactaPedia is now online.**

[www.LactaPedia.com](http://www.LactaPedia.com)

**Breastfeeding and Breast Milk will be published  
at the end of September 2018.**

*Breastfeeding and Breast Milk – from Biochemistry  
to Impact*

*A Multidisciplinary Introduction*

published by the Family Larsson-Rosenquist Foundation

Georg Thieme Verlag, Stuttgart, 2018

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### **The University of Western Australia**

The University of Western Australia is one of Australia's leading universities, with an international reputation for excellence in teaching, research and community engagement. Already ranked among the top 100 universities in the world, UWA aims to be counted in the top 50 by 2050. UWA is a member of the prestigious Group of Eight, a coalition of leading research-driven Australian universities. Its strong research culture attracts outstanding staff and high levels of competitive research funding. For more than a century, UWA's talented researchers have produced quality outcomes that have contributed substantially to the social, cultural and economic development of Australia, and the university continues to play a vital role in scholarship and discoveries of global significance.

[www.uwa.edu.au](http://www.uwa.edu.au)

### **Family Larsson-Rosenquist Foundation**

The Family Larsson-Rosenquist Foundation is one of the first foundations in the world with a prime focus on promoting and supporting breast milk and breastfeeding. Based in Zug, Switzerland, it was founded in 2013 with the aim of promoting the scientific and public recognition of breastfeeding and human milk as – given the current state of science – the best nutrition for newborns and infants. It considers itself as an instigator and promoter of new knowledge. The Foundation invests globally in projects and scientific research in breastfeeding and breast milk. It places high value on multidisciplinary collaboration and supports projects with a sustainable impact on the well-being of mother and child.

[www.larsson-rosenquist.org](http://www.larsson-rosenquist.org)

### **Contact**

Kay Kutschkau

Family Larsson-Rosenquist Foundation

Tel.: +41 41 5100517

E-Mail: [kay.kutschkau@larsson-rosenquist.org](mailto:kay.kutschkau@larsson-rosenquist.org)