

# Forewords

## **From Patti Rundall OBE, Policy Director, Baby Milk Action**

This book been produced by a long-time supporter to help Baby Milk Action protect breastfeeding and end the irresponsible marketing of breastmilk substitutes, which puts so many children's lives at risk. In areas with unsafe water a bottle-fed child is up to 25 times more likely to die as a result of diarrhoea. Reversing the decline in breastfeeding could save 1.5 million lives around the world every year. Baby Milk Action is a non-profit organisation that works within the International Baby Food Action Network, IBFAN.

The book's production is entirely independent of Baby Milk Action, and the organisation takes no responsibility for any of its contents.

Patti Rundall 21<sup>st</sup> January 2008

## **From Heather Welford, writer and NCT breastfeeding counsellor and tutor**

Another book about breastfeeding? Yes – but this one really is different.

Alison has not written it as a 'how to' book, though there is plenty of information in it which will help a mother wanting to find out more about the topic of breastfeeding. More importantly, it will

give her confidence, plus a sense of friendship and warmth. Alison's knowledge of breastfeeding is rooted in her understanding of it not just as a process of transferring the milk the baby needs, but as part of a deeply wonderful and joyful relationship.

She does all this with humour – sometimes to produce a smile, sometimes a wry nod of agreement, sometimes a giggle and sometimes a laugh-out-loud chortle.

Alison loves words, music and the properties they share to teach us, entertain us and bring us together. *Fit to Bust* brings her unique talents to an audience made up of anyone and everyone – but it will be especially welcome to parents who have known the love that comes from nurturing a child, and to all the understanding carers, friends and professionals who share Alison's commitment to supporting them.

Heather Welford 18<sup>th</sup> January 2008  
[www.heatherwelford.co.uk](http://www.heatherwelford.co.uk)

**from Jasmine Birtles, Finance journalist, author and comedian**

Whether you're trying to breastfeed, wanting to help others or just interested in the subject, Alison's book is a cornucopia of fascinating breastfeeding facts, jokes, poems, cartoons and ideas. Who says you have to be po-faced to promote the benefits of feeding your baby in a natural way? Alison has certainly seen the funny side as well as the serious facts.

As someone who has never had a baby and never breastfed, I am, of course, a world expert on breastfeeding. In fact, I have spoken at two major breastfeeding conferences which I think is pretty impressive for someone who has never produced milk in her life. It's certainly something I like to boast about at dinner-parties. It was at one of these conferences that I met Alison and we got on immediately.

I was introduced to the whole concept of breastfeeding through my mother who runs a doula agency. Supporting breastfeeding is one of the tasks of doulas and it was talking to them that made me realise how something so natural has become so unnecessarily difficult and controversial in our society. Of course, some mothers physically can't produce milk and many have strong personal reasons why they don't want to, but there are many others who have no idea of the benefits and just go straight to the bottle because their friends are doing it or because they failed at the first attempt.

Mothers in Britain need more gentle, fun and helpful encouragement to breastfeed - in the way that Alison writes in this book. There are so many benefits - long-term health of mother and baby, emotional bonding and it is even a natural contraceptive I am told. As a financial journalist I also always point out the cash advantage of breast rather than the bottle. Just by breastfeeding for the first six months, new mothers can save upwards of £500. As raising children becomes more expensive in this country, every bit of saving really counts.

So, enjoy Alison's book and help spread the word!

Jasmine Birtles 20<sup>th</sup> January 2008  
[www.moneymagpie.com](http://www.moneymagpie.com)

