

"If a new vaccine were at our disposal which could prevent the deaths of more than 1 million children a year and besides were cheap, safe, and did not require either injection or the cold chain, that vaccine would become imperative for public health.

Breast feeding can do this and more but requires the support of a "warm chain", that is competent assistance to mothers so that they can be self-confident and know what to do and how to avoid dangerous practices.

If this warm chain has been lost in our culture or has become imperfect, the moment has come to make it work"

(A warm chain for breastfeeding, Lancet, 1994)



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**PROTECT
PROMOTE
SUSTAIN
BREASTFEEDING**

*(Innocents' Declaration
WHO - Unicef)*

IN PHARMACY

FARMACIA POZZI

has joined the project
promoted by "Il Melograno"
"PHARMACY SUPPORTING
BREASTFEEDING"

In this pharmacy you will find:

1. **EXPERT PERSONNEL** who have attended a course on breastfeeding certified by the World Health Organization and can therefore help and advise you;
2. **PRODUCTS THAT FOSTER BREASTFEEDING.**
In the full respect of the international trade code, powdered milk, feeding-bottles, baby's dummies and homogenizes food have been placed in an area not accessible to the customers;

3. A **BREASTFEEDING AREA** with an **ARMCHAIR** where you can feed your baby and a **BOARD ON WHICH YOU CAN CHANGE NAPPIES** (for elder children there is also a table on which they can draw
4. a **SHOP WINDOW** showing photos of breastfeeding mothers so as to make you familiar with this natural practice
5. a **LIBRARY** with books on pregnancy, delivery, breastfeeding and weaning that you can consult freely

Having joined the project promoted by Il
Melograno
"Pharmacy supporting breastfeeding"
FARMACIA POZZI
ENGAGES ITASELF
to support and foster breastfeeding mothers

Useful numbers

SOS BY PHONE:

0424 888513 – 888552
c/o breastfeeding ward
of Bassano Hospital

active 24 hours a day to solve
breastfeeding or small child-welfare
problems or just to support mothers in
difficulty

Stefania Battocchio

PROFESSIONAL CONSULTANT FOR
BREASTFEEDING
335 364242

CONSULTANTS OF LA LECHE LEAGUE
ITALIA

FEDERICA BONATO 333 9353175
(Solagna, VI) Mon-Fri 20-21
Sat-Sun 10-21

ALICE (Sovizzo, VI) **340-9372327**
morning

DANIELA (Sovizzo, VI) **328-6644948**
between 9 and 11

PAOLA (Gambellara, VI) **347-4933893**
afternoon