

## PUBLIC REPRESENTATION

NAME	SUBJECT
1. Ms Zoe Walsh	<p>Ms Walsh wishes to speak on the following issue:</p> <p>“The Council announced that the Star Buddies breastfeeding peer support programme, which has been in place for 10 years, would close on 30 June. There was no public consultation prior to this decision. The service is highly valued by local families and has helped to increase breastfeeding rates in Blackpool, which are among the lowest in the country. We believe this is a short-sighted decision and it will result in additional anxiety for the resort's families. It will also result in falling breastfeeding rates – leading to increased childhood illness, GP visits, hospital admissions and childhood obesity. We call on the Council to extend the service while it conducts a thorough public consultation and equality impact assessment”.</p>

Response to be given by the Cabinet Member for Adult Services and Health, Councillor Amy Cross

**NOTE:** The representative will be able to speak for up to a maximum of five minutes.