

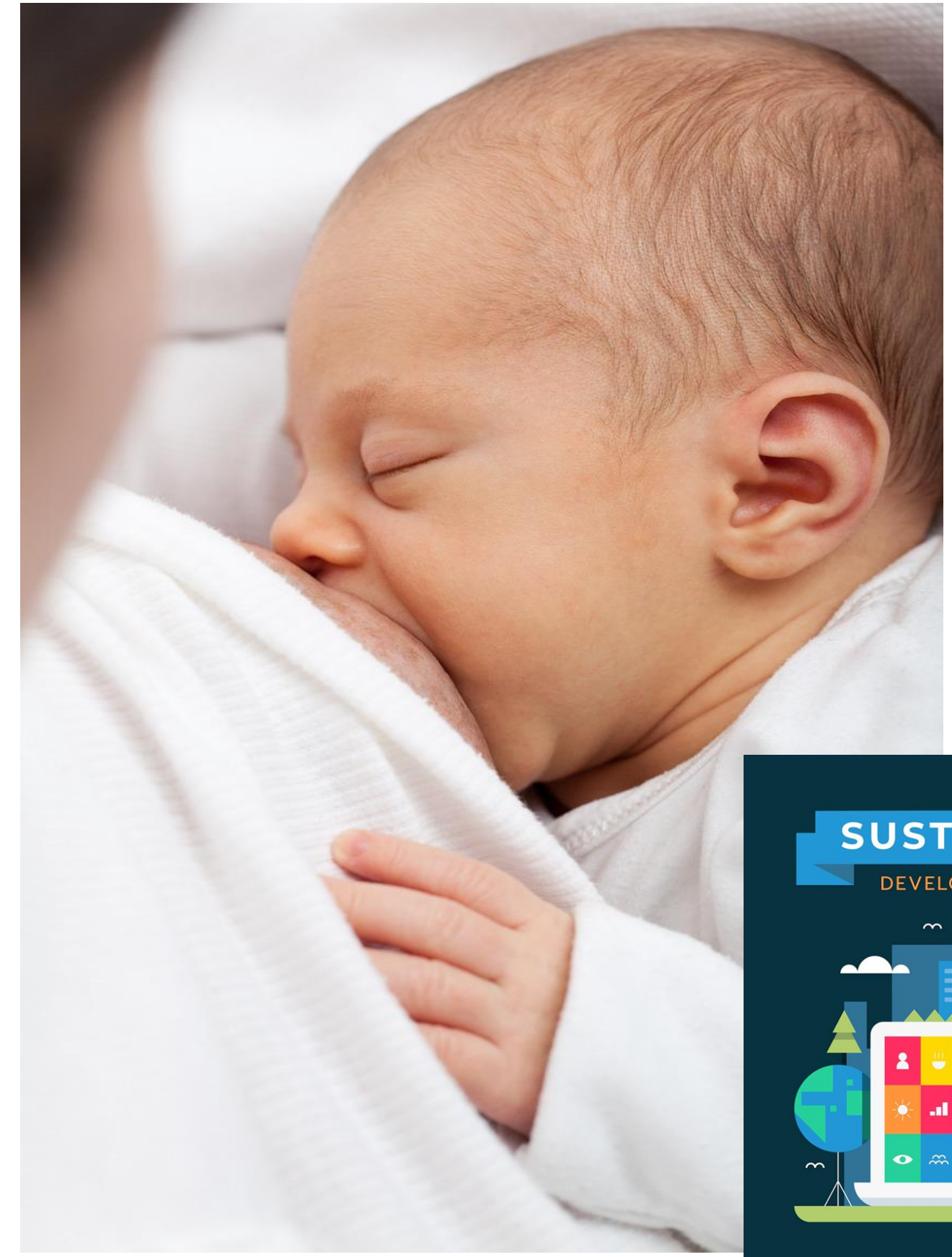
Limerick's Call: Breastfeeding Education Initiative

Breastfeeding Future Generations

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Rationale

- Ireland and the Mid-West continue to have low breastfeeding rates.
- Connect with teens to support them to learn about breastfeeding and early nutrition.
- Normalise breastfeeding in the wider community for future generations
- Aligns with the UN Sustainable Development Goals:
 - SDG 3: Good Health
 - SDG 4: Quality Education



Project Plan



Phase 1 - Autumn 2023

Interprofessional Education: UL Midwifery, Dietetics and Education Students working to develop health education and promotion resources for school based education



Phase 2 - Spring 2024

School-based Education and Engagement: Transition Year students (TY) in Limerick City and County supported to create breastfeeding promotion education resources for their peers



Phase 3 - Spring 2024

UL hosts Limerick's Call: Breastfeeding Education Initiative Inter School Competition at which TY students present their creative resources on breastfeeding



Phase 4 - Spring 2024

Wider Civic and Community Engagement: Annual UL Breastfeeding Education Competition



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