

Breastfeeding celebration transcript

[At the top left of the image a Durham County Council logo followed by the text 'World Breastfeeding Awareness Week' are displayed. Both are visible throughout the video.]

[Gentle background music plays.]

[The video is a succession of video clips of mothers from County Durham holding their babies within the home or in an outdoor setting. Each mother holds the loop of cord holding a slate heart which has the age of the child in months written on it in chalk.]

[Image of a baby's tiny feet being cradled. The image is overlaid with text centred on screen which reads 'Celebrating Breastfeeding in County Durham'.]

[Text on screen reads 'For every woman who has offered breastmilk to their baby...', beside video clips of a mother standing and holding her 10 ½ month old baby that is sucking it's thumb as the mother smiles, and one of a smiling mother holding her 12month old baby close.]

[Text on screen reads 'whether by breast or by bottle...', beside video clips of a mother holding a chalkboard with 34 months written on it, and then of a mother holding a chalkboard with 50months written on it.]

[Text on screen reads 'whether it was one feed or 1,000...', beside an image of a mother holding a sleeping baby and a chalkboard with 16 months written on it.]

[Text on screen reads 'we celebrate this amazing achievement today.', beside a video clip of a mother with a baby boy holding a chalkboard with 21 months written on it. the child looks towards the camera and the mother smiles.]

[Text on screen reads 'Growing Healthy County Durham are proud to support women through their feeding journeys', beside video clips of a mother holding a chalkboard with 16 months and counting written on it, and one of a mother holding a chalkboard with 5 weeks and counting written on it.]

[The music changes to a more upbeat sound.]

[Text on screen reads “Breastfeeding is by far the most wonderful experience I have encountered. I’m proud of myself for persevering. I will miss that amazing bond the day my daughter stops feeding” Naomi Krystal, Mum in Chester-le-Street.

Beside the text is a video clip of a mother holding her baby and a chalkboard with 22 months written on it. The mother lifts the child to get comfortable and the baby smiles.]

[Text on screen reads ‘Breastmilk; always to hand, always the right temperature, no sterilisers needed. Carolyn Hammond, Mum in Durham’ beside a video clip of a mother holding a baby and chalkboard with 9½ weeks written on it. The mother looks closely at the baby nestled in the crook of her arm and then looks towards the camera smiling.]

[Text on screen reads “Breastfeeding my twins has been one of the most empowering and fulfilling things I have done.” Leah Meurs, Mum in Haswell, Durham. Beside the text is a video clip of a mother holding her baby and a chalkboard with 24 months written on it. The mother smiles as she looks at the baby nestled in the crook of her arm.]

[The following section of video has no text. It has a series of video clips, with two video clips each time, one on each half of the screen:]

[Two mothers holding chalkboards, one with 45 months written on it and the other with 36 months written on it.]

[Two mothers holding chalkboards, one with 24 months written on it and the other with 8 months written on it.]

[Two mothers holding chalkboards, one with 8 months written on it and the other with 4½ months written on it. The child on the right reaches for the slate with 4 ½ months chalked on it.]

[Two mothers holding chalkboards, one with 21 months written on it and the other with 14 months written on it.]

[Two mothers holding chalkboards, one with 39 months written on it and the other with 3 months written on it. The child on the left reaches for the slate with 39 months chalked on it.]

[Two mothers holding chalkboards, one with 26 months written on it and the other with 36 months written on it.]

[Two mothers holding chalkboards, one with 40 months written on it and the other with 76 months written on it.]

[Two mothers holding chalkboards, one with 33 months written on it and the other with 6 months written on it.]

[Two mothers holding chalkboards, one with 30 months written on it and the other with 12 months written on it. The mother on the left is holding the 30 month old twins. The mother on the right interacts with a young boy seated with her and the baby.]

[Text at the base of the screen reads 'Thank you to all the women who took part in our Breastfeeding filming.' under a video clip of a mother holding a small child and a chalkboard with 83 months written on it. The video clip is then replaced by a Growing Healthy County Durham Growing Healthy 0-19 poster.]

[In the next image the text 'Growing Healthy Durham delivered by:' with a logo for NHS Harrogate and District NHS Foundation Trust is placed on the left of the image, and text 'Made in partnership with:' and the logo for Durham County Council is on the right.]

[Ends]