



## Press Release

### **Breastfeeding troubleshooting, Post Natal Depression and Baby Human on Great Expectations Monday, Tuesday, Wednesday at 11.30am**

Every Monday, Tuesday and Wednesday at 11.30am, ***Great Expectations*** on e.tv deals with the effects of motherhood in today's fast paced world. Presented by Sam Cowen the show has a sharp sense of humour and warmth and prepares you to look forward to the day your bundle of joy finally arrives.

This week on ***Great Expectations*** they will discuss the advantages of breastfeeding. Dieticians believe that breastfeeding is the best way to feed your baby. In fact, scientific evidence keeps mounting that breast milk is superior to all other forms of infant feeding. Some even claim that it increases your baby's IQ.

They will also discuss postnatal depression (PND), which is a depressive illness that occurs after having a baby. It is common for women following childbirth to experience a period of 'low' mood. Postnatal depression can happen to any woman.

While they focus on issues that concern the mother, they also explore the infant's feelings and emotions.

#### **Breastfeeding troubleshooting**

On Monday June 26, we look at basic things you can do to help get breastfeeding off to a good start. We find out that breastfeeding is the most precious gift a mother can give her infant. Today's guests are

Brenda Campbell a midwife, Brenda Pierce a lactation consultant and Edith Gumede a maternity ward nurse.

### **Post Natal Depression- any woman's blues**

Tuesday June 27, ***Great Expectations*** touches on Post Natal Depression. Around one in eight mothers develop postnatal depression and any mother can be affected. We look at ways to spot the signs and get help fast.

### **Baby Human**

Wednesday June 28, ***Baby Human*** our International series explores why babies aren't good at hiding their feelings and what the mother can do when she finds it hard to deal with a crying baby.

***Great Expectations*** – a show not only for mothers on maternity leave. Dads, grandparents and all care-givers are most welcome.

For more information on the show and photos please contact:

Portia Adams  
e.tv Junior publicist/writer  
011 537 9496  
011 537 9380