

SPACE FOR EVERYONE

Communities Supporting
Breastfeeding

The Baby-Friendly Council of NL





Baby-Friendly
Newfoundland & Labrador

ABOUT BABY-FRIENDLY COUNCIL OF NL

- Established in 1992
- Interdisciplinary committee with representatives from all provincial regions
- Committed to increasing the initiation and duration of breastfeeding
- Affiliated with the Breastfeeding Committee for Canada
- Designated to monitor implementation of the Baby-Friendly Initiative (BFI) in NL

WHY SUPPORT BREASTFEEDING?

It's the foundation
for life-long health
and wellness.



- Protects children from childhood disease
- Reducing the breastfeeding parent's risk of disease

WHY SUPPORT BREASTFEEDING?

It's the normal and
unequaled method
of feeding.

Health Canada recommends:

- Breastfeeding exclusively for the first six months
- Continued breastfeeding for up to two years or longer with appropriate complimentary feeding



WHY SUPPORT BREASTFEEDING?

It's a human right.



- Breastfeeding anytime, anywhere is protected by the Charter of Rights and Freedoms



THE GOAL

Reducing risk.
Improving health.

- Increase NL's breastfeeding initiation rate to 80%
- Target date: 2025

IMPORTANCE OF BREASTFEEDING

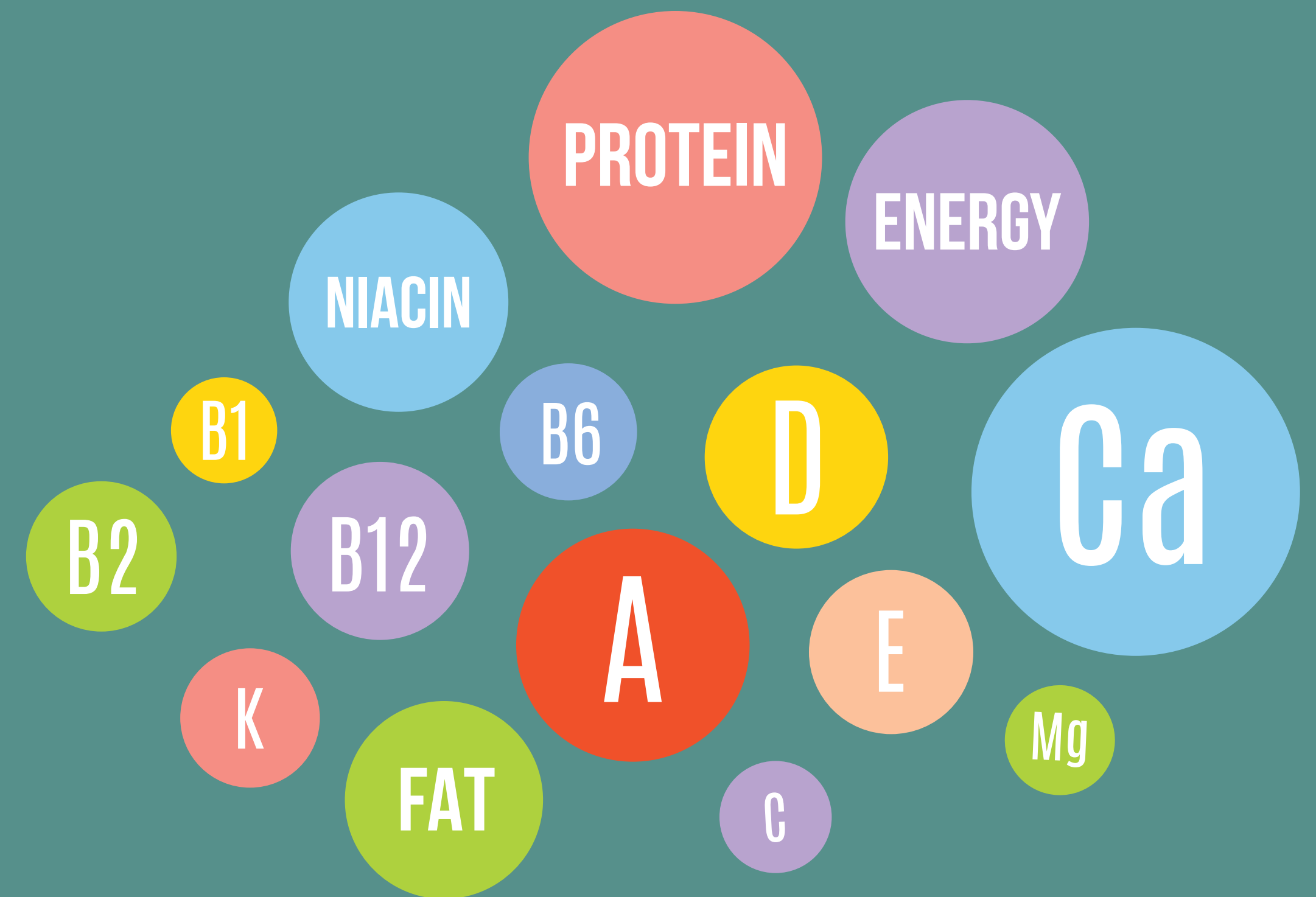


- Breastfeeding = baby's first immunization
- Breastmilk is unique to each feeding parent and baby

NUTRITION

Breastfeeding provides perfect nutrition.

- Increase NL's breastfeeding initiation rate to 80%
- Target date: 2025





ECONOMIC

Breastfeeding can help
advance food security in NL.

- Breastfeeding can
save approximately
\$1,100 - \$3,800/year

ENVIRONMENTAL

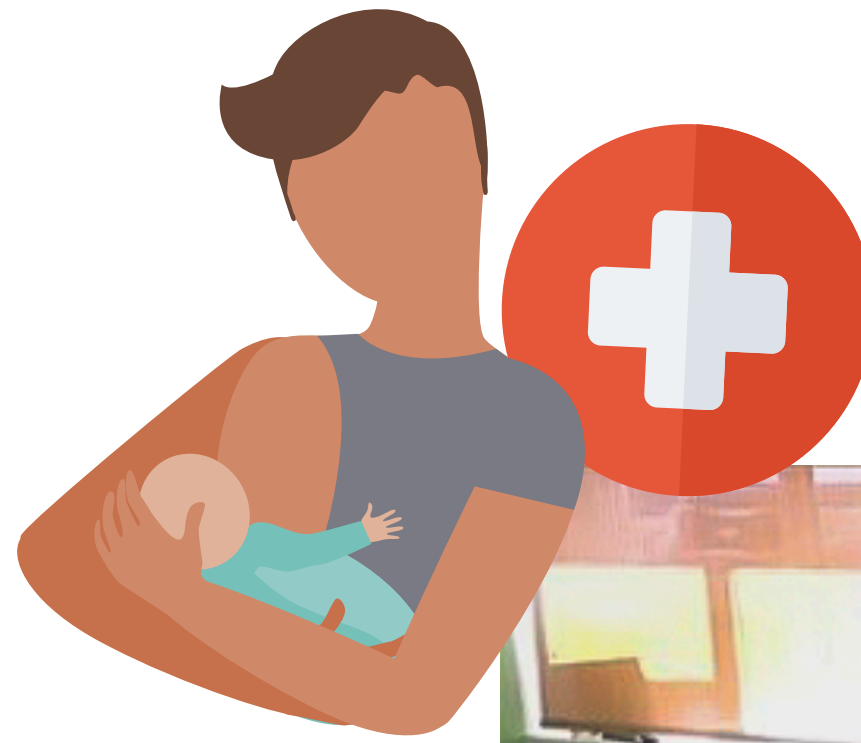
No pollution, packaging,
or waste.



- Natural
- Renewable
- Green

PROTECTION

- Breastfeeding protects babies from many health conditions such as:
 - Diarrhea
 - Respiratory illnesses
 - Ear infections
 - Asthma
 - Sudden infant death syndrome (SIDS)



PROTECTION

- Helps breastfeeding parents return to pre-pregnancy health
- Reduces the risk of some cancers later in life:
 - Breast cancer
 - Ovarian cancer





SPACE FOR EVERYONE

YOUR ROLE

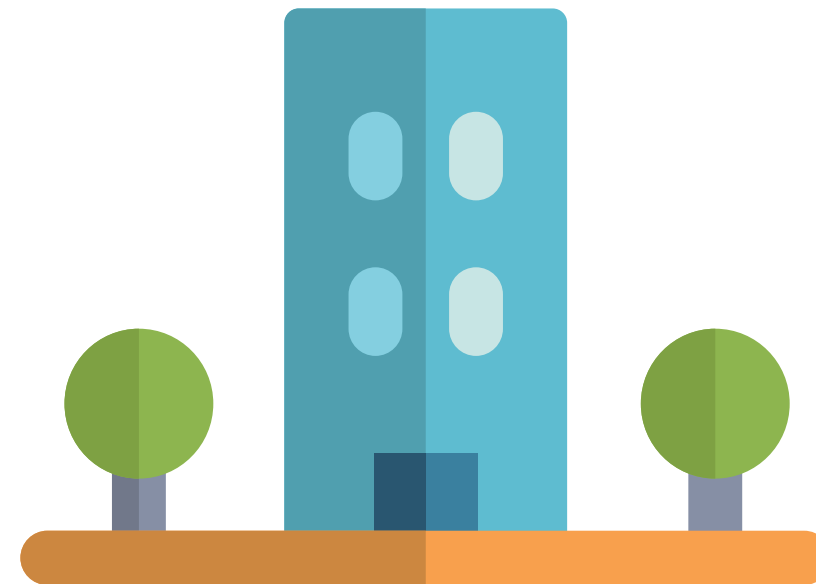
- Be part of the cultural change
- Spark positive change to normalize breastfeeding
- Support healthy living and food security
- Help businesses and organizations create Space For Everyone



CREATE BREASTFEEDING- FRIENDLY SPACES

- Together, we can create spaces in parks, sport and recreation centres, community events, and libraries for families to feed comfortably and without discrimination

ENCOURAGE BUSINESSES



- Businesses and community organizations are important in supporting the cultural change
- Source of support for breastfeeding families
- Establish breastfeeding-friendly spaces

<http://www.babyfriendlynl.ca/community/for-businesses/>

SUPPORTING FAMILIES

What can you do?



- Educate Municipal staff and residents
- Encourage Businesses to participate
- Create a municipal policy
- Pass a resolution or by-law
- Promote breastfeeding-friendly spaces & events

NEXT STEPS

Together, we can create
Space For Everyone!

- Determine your approach
- Collaborate on promotion
- Work with Baby-friendly Council of NL on the outreach
- Schedule a follow-up meeting

THANK YOU!



Baby-Friendly
Newfoundland & Labrador



**Perinatal
Program**
Newfoundland
Labrador