



World Breastfeeding Week 2020  
“Support Breastfeeding for a Healthier Planet”



- World Breastfeeding Week is celebrated every year from October 1-7<sup>th</sup> in Canada. [#WBW2020](#), [#WorldBreastfeedingWeek](#) <https://worldbreastfeedingweek.org>
- WABA’s Social Media Kit with Assets can be found here: <https://worldbreastfeedingweek.org/wbw2020-social-media-kit/>
- Each year a global theme is developed by the World Alliance for Breastfeeding Action. This year’s theme “**Support Breastfeeding for a Healthier Planet**” highlights the impact of infant feeding on the environment/climate change and the imperative to protect, promote, and support breastfeeding for the health of people and the planet. <https://worldbreastfeedingweek.org>
- Breastfeeding is a public health priority in Newfoundland and Labrador (NL). <https://www.gov.nl.ca/thewayforward/action/create-better-health-outcomes-through-innovation/>
- The Baby-Friendly Council of NL is a government funded organization with a mission to:
  - Protect, promote and support breastfeeding in Newfoundland and Labrador.
  - Improve the health of Newfoundlanders and Labradorians by providing leadership and support for the implementation of the World Health Organization’s Baby-Friendly Initiative. *Hospitals and community health facilities that are in-line with the Baby-Friendly Initiative have higher breastfeeding rates.* <https://www.unicef.org.uk/babyfriendly/news-and-research/baby-friendly-research/research-on-the-impact-of-the-baby-friendly-initiative/>
- The work of the Baby-Friendly Council of NL is advanced through working groups involving the Provincial Government, Regional Health Authorities, Memorial University, and community partners such as La Leche League and Municipalities Newfoundland and Labrador. [www.babyfriendlynl.ca](http://www.babyfriendlynl.ca)
- This year during World Breastfeeding Week the Baby-Friendly Council of NL recognizes the potential environmental and economic consequences of not breastfeeding. We need to better understand the impact of different infant feeding methods on planetary health in both normal and emergency situations. Climate change and environmental degradation are critical challenges facing our world today.

- We can all do something to minimize our carbon footprint starting with how we feed our infants and young children. Breastfeeding is one of the many sustainable solutions to planetary health. [#BreastmilkIsaNaturalResource](#)
  - Breastmilk is a natural resource, it is environmentally safe and green because it is produced and delivered without pollution, packaging or waste.
  - Breastfeeding helps the transition to a low-carbon economy from one based on fossil fuels. No electricity is needed to produce breastmilk and it requires no fuel for transport, thus reducing emissions of carbon dioxide, the principal greenhouse gas.
  - During an environmental disaster or a public health emergency there may be changes to our food supply chain including decreases in production of goods and services. Breastfeeding is a local, sustainable and available resource.
  - Breastfeeding saves energy as it only requires the extra energy that a mom needs to consume, therefore using fewer natural resources.
  - Breastmilk substitutes and industrially produced complementary foods leave a major ecological footprint. Energy is needed to manufacture materials for packaging, fuel for transport and retailing, fuel, water and cleaning agents for daily preparation and are fed from plastic bottles and containers. More than 4,000 litres of water are estimated to be needed along the production lines to produce just 1 kg of powdered breastmilk substitute.  
<https://worldbreastfeedingweek.org>.
- The ongoing COVID-19 pandemic may also leave families in a vulnerable position with regards to infant feeding.
  - In every emergency, it is necessary to assess and act to protect and support the nutritional needs and care of both breastfed and non-breastfed infants and young children. Coordinated and timely actions are essential to ensure that parents and caregivers are supported from the prenatal period to in hospital and at home in the community. <https://www.gov.nl.ca/covid-19/files/Breastfeeding-and-COVID-19-Final.pdf>
- Breastfeeding also supports improved food security for families. [#BreastfeedingSupportsFoodSecurity](#)
  - Breastmilk is a safe, sufficient and nutritious food that is uniquely customized to meet the dietary needs of infants. Once complementary foods are added to the diet at 6 months of age, breastmilk can continue to provide important nutrients and hydration up to 2 years and beyond.

- By breastfeeding infants and young children, family resources can be directed away from purchasing breastmilk substitutes to support other food needs in the household.
- Healthier breastfed infants can save family resources by avoiding health care costs, lost work time and healthcare visits.
- Over the past decade an increasing number of NL families are breastfeeding. Provincial perinatal statistics show that breastfeeding initiation rates in hospital have gone from approximately one-third of women in the late 1970's to over three-quarters of women in recent years.
- Breastfeeding requires supportive measures at all levels of society, from legal and policy directives to social attitudes and values, work and employment conditions, family support, knowledge and healthcare services.

## Social Media

Baby-Friendly NL will be using various social media messages throughout the week that reflect World Breastfeeding Week 2020 theme with a Provincial Focus, Please follow, like and share Baby-Friendly NL on Facebook and Twitter and feel free to use the following on your own social media channels:

- [#WBW2020](#)
- [#SupportBreastfeedingforaHealthierPlanet](#)
- [#WorldBreastfeedingWeek](#)
- [#BreastmilkIsANaturalResource](#)
- [#BreastfeedingSupportsFoodSecurity](#)



Proclamation  
World Breastfeeding Week  
October 1 – 7, 2020



- Whereas Breastfeeding has an impact on lifelong health. Exclusive breastfeeding for the first six months of life with continued breastfeeding up to 2 years and beyond ensures that mothers, children and communities receive maximum health benefits; and
- Whereas Breastfeeding is one of the most cost-effective prevention strategies for many infections and chronic and acute diseases; and
- Whereas The theme for World Breastfeeding Week 2020 in Newfoundland and Labrador is “**Support Breastfeeding for a Healthier Planet**”. This theme highlights the impact of infant feeding on the environment with respect to climate change and the need to protect, promote, and support breastfeeding for the health of the planet and its people; and
- Whereas World Breastfeeding Week provides an opportunity for people to celebrate and to raise public awareness about the health, economic and environmental importance of breastfeeding; and
- Whereas Breastfeeding is normal, natural, environmentally safe and green because it is produced and delivered without pollution, packaging or waste; and
- Whereas Breastfeeding supports improved food security for families, especially during times of public health or environmental emergencies; and
- Whereas Breastfeeding requires supportive measures at all levels of society, from legal and policy directives to social attitudes and values, work and employment conditions, family support, knowledge and healthcare services.

I, \_\_\_\_\_

proclaim October 1 to 7, 2020 “World Breastfeeding Week” in

\_\_\_\_\_.

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

## Importance of Breastfeeding

### Nutrition

Breastfeeding provides the **PERFECT NUTRITION** needed for baby's **growth and development.**



### Economic

Breastfeeding can **save** approximately **\$1,100 - \$3,800 IN ONE YEAR.**



### Protection

**BABIES ARE PROTECTED** from **infections and health conditions** such as diarrhea, pneumonia, diabetes, asthma, and bowel disease.



### **BREASTFEEDING PARENTS ARE PROTECTED**

**Reduces the risk** of some cancers later in life such as breast cancer and ovarian cancer.



## How can Municipalities help?

### Breastfeeding-Friendly Spaces



**CREATE SPACES** in parks, sports and recreation centres, libraries, and at community events for families to **feed comfortably and without discrimination.**

### Breastfeeding-Friendly Businesses



**ENCOURAGE BUSINESSES** in your municipality to **show their support with a window decal** and ensure their staff know how to best support families.

### Breastfeeding-Friendly Communities



- Educate municipal staff & residents
- Encourage businesses to participate
- Create a municipal policy
- Pass a resolution or by-law
- Promote breastfeeding friendly spaces at community events & initiatives