

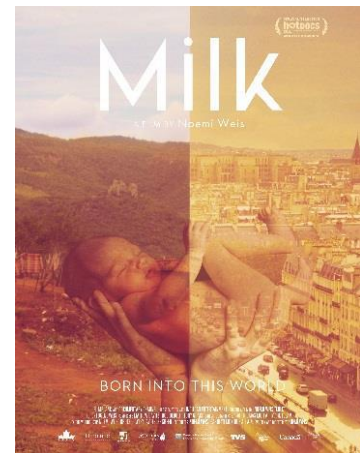


## MEMORANDIUM

**TO:** Baby-Friendly Council NL, Regional Health Authorities, Family Resource Centers, MUN  
**FROM:** Amy Melendy and Jennifer Pope, Chairs of the Public Education and Awareness Committee  
**DATE:** May 11, 2018  
**RE:** Copies of the film *MILK – Born into this World* available in the Regional Health Authorities

The Baby-Friendly Council of NL is please to provide copies of the DVD *MILK – Born into this World* to the Regional Health Authorities.

Last Fall, as a part of World Breastfeeding Week activities in NL, the film *MILK – Born into this World* was shown in communities throughout Newfoundland and Labrador. The purpose screening this film was to bring together community members, municipal leaders, health professionals, local businesses and community organizations to engage in conversation about the commercialization and controversies surrounding birth and infant feeding. The film follows women from around the globe and highlights many individual, organizational and cultural themes impacting infant feeding choices.



Breastfeeding has been identified as a priority for our province. The Government of Newfoundland and Labrador has noted in The Way Forward document: *By 2025, Newfoundland and Labrador's breastfeeding initiation rate will increase by seven percentage points.* As well, **Action 2.62** in The Way Forward states: *In 2017-2018, our Government will support municipalities to implement policies and practices that support health outcomes in municipal plans and to implement policies and/or practices to support healthy eating and breastfeeding.*

We believe that the film *MILK – Born into this World* is a powerful educational tool to bring together community partners to help address local barriers to breastfeeding. We all have a role to play in shaping our infant feeding culture. The Baby-Friendly Council of NL strives to support the provincial target set for breastfeeding through: increasing public education and awareness, local research, and implementation of the World Health Organization's Baby-Friendly Initiative in hospitals and community healthy centers throughout our province. **Effective May 2018**, these DVDs will be available to borrow from the following Baby-Friendly Council of NL contacts along with a toolkit to help facilitate the screenings:

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<b>Lynn Blackwood:</b>	Happy Valley-Goose Bay	(709) 897-2330 <a href="mailto:lynn.blackwood@lghealth.ca">lynn.blackwood@lghealth.ca</a>
<b>Lesley French:</b>	Corner Brook	(709) 637-5000 ext. 6130 <a href="mailto:lesleyfrench@westernhealth.nl.ca">lesleyfrench@westernhealth.nl.ca</a>
<b>Amy Melendy:</b>	Gander	(709) 651-6480 <a href="mailto:amy.melendy@centralhealth.nl.ca">amy.melendy@centralhealth.nl.ca</a>
<b>Lisa Roberts:</b>	Mount Pearl	(709) 752-4099 <a href="mailto:lisaj.roberts@easternhealth.ca">lisaj.roberts@easternhealth.ca</a>
<b>Melissa DeLeon:</b>	Holyrood	(709) 229-1571 <a href="mailto:melissa.deleon@easternhealth.ca">melissa.deleon@easternhealth.ca</a>
<b>Lisa Miller:</b>	St. John's	(709) 777-7412 <a href="mailto:lisa.miller@easternhealth.ca">lisa.miller@easternhealth.ca</a>