

“Step Up For Breastfeeding: Educate and Support”



WABA | WORLD BREASTFEEDING WEEK 2022

Baby-Friendly
Newfoundland & Labrador

Overview

- World Breastfeeding Week is celebrated in Canada from October 1-7.
- Each year a global theme is developed by the World Alliance for Breastfeeding Action (WABA). This year's theme is “**Step Up For Breastfeeding: Educate and Support**” to raise awareness of the value of breastfeeding and elevate it to the level of a public health obligation by encouraging organizations and countries to develop measures to safeguard breastfeeding.

Baby-Friendly NL

- Baby-Friendly NL's mission is to protect, promote and support breastfeeding in Newfoundland and Labrador through the implementation of the Baby-Friendly Initiative. To learn more about our organization's work click [here](#).

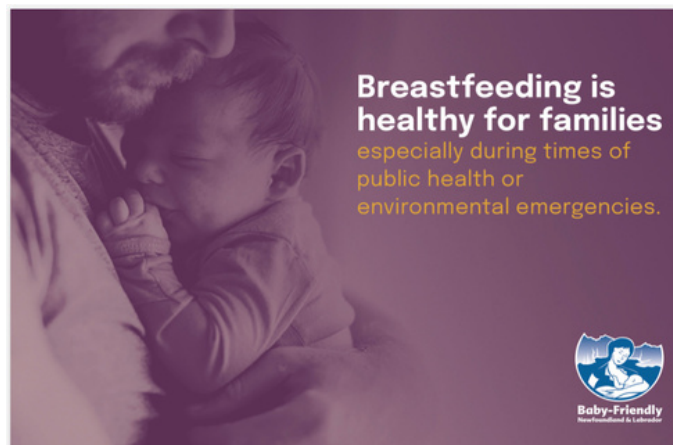


*Did you know in 1990, government policy makers, WHO, UNICEF, and other organizations signed the **The Innocenti Declaration**? This aimed to protect, promote, and support breastfeeding.*

*This was the **first "step"** in breastfeeding education and is the concrete foundational step.*

The Innocenti Declaration

Step up to the challenge



- The COVID-19 pandemic left many families vulnerable. Limitations to the health care system's capacity made the work to protect, promote and support breastfeeding more challenging than ever.
- The reduction in breastfeeding support widened and deepened inequalities, exposing more families to food insecurity. In addition, the targeted marketing of the infant formula industry continues to negatively influence the decisions parents' make about infant feeding.
- The influx of natural disasters (fires, flooding) in our province reminds us that the protection of breastfeeding is vital as a means of emergency preparedness.

“Step Up For Breastfeeding: Educate and Support”



WABA | WORLD BREASTFEEDING WEEK 2022

Baby-Friendly
Newfoundland & Labrador

Breastfeeding during emergencies

Breastmilk is a free, safe, nutritious and accessible food source for infants and young children, ensuring food security during a pandemic, emergency or natural disaster.

Supporting mother-baby togetherness allows unlimited breastfeeding and skin-to-skin contact, which ensures that all needs are met during an emergency.

An environmental emergency such as an extreme snow storm or hurricane may result in disruptions to basic services such as power or clean water. A breastfeeding mother requires no equipment to feed her baby and food is readily available anytime, anywhere.

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.

Other resources by the Baby-Friendly Council of NL are located at www.babyfriendlynl.ca

Breastmilk contains hormones that lower stress levels in both the mother and the infant, providing comfort and relief during uncertain times.

- Now more than ever we have to **step up for breastfeeding!** We all have a role to play in the education and transformation of existing systems. Through creating and implementing evidence-based policies, we can build breastfeeding-friendly health facilities, supportive communities, and workplaces.

How you can "Step Up"

Share our content

- We have developed content for you to share on your social media channels ([click here](#)).

Create your own content

- To help you can use the WABA social media kit that can be found [here](#).
- Add these hashtags to enhance your message: **#BabyFriendlyNL #WBW2022 #WABA #breastfeeding #WarmChain #worldbreastfeedingweek2022 #stepupforbreastfeeding #educateandsupport**



Attend our virtual event with children's book author Linnie Von Sky

- A great opportunity for virtual mother to mother support! Keep an eye on our social media channels for more information!

Host or take part in a Breastfeeding Challenge

- Register with the Quintessence Foundation, advertise your event, and encourage others to join. For more information [click here](#).

Follow our #AskUsAnything Event

- We are hosting a 24 hour Ask us Anything event on our social media channels on October 3rd. Prepare your questions in advance. Responses from our panel of experts will be posted 48 hours later.



Health Units can STEP UP!

- The Baby-Friendly Initiative (BFI) - a program that promotes best practices in maternal child health has been listed as a priority in Health Accord NL ([click here](#)). Several birthing facilities and community health departments in our province are on a journey to becoming Baby-Friendly designated. The Breastfeeding Committee for Canada, the National body for the BFI in Canada has a Coach Mentorship Program designed to support that journey. Read more [here](#).



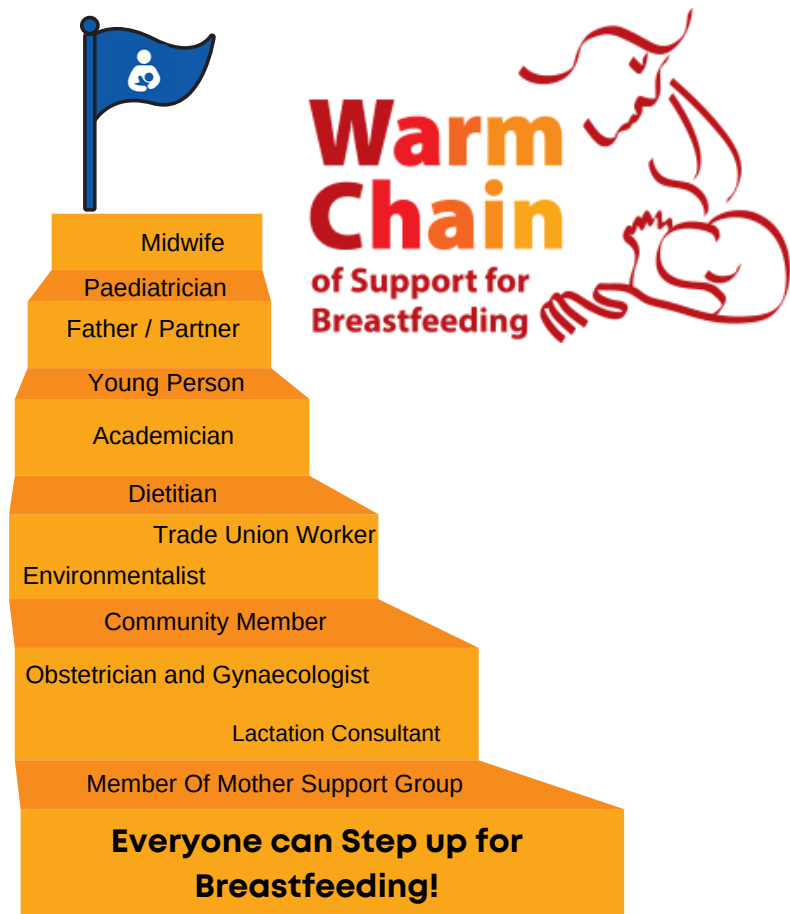
Attend a Free Webinar

- The Breastfeeding Committee for Canada is hosting a webinar on the topic of *breastfeeding inequities across health systems and finding solutions through empowering patient voices*.
- This free session is for primary care, perinatal care providers, parents, and interested stakeholders. You can register [here](#).

Step up with the Warm Chain Campaign



- This campaign places the parent and child at the very centre of care. It works to identify key players and link them together creating a "warm chain", increasing the likelihood that the parent feels supported and will meet their infant feeding goals. To learn more [click here](#).



Communities Can Step Up!



Proclamations are a great way to show support. Why not Proclaim World Breastfeeding Week in your Community? Contact your municipal office to arrange a virtual or in person gathering. A copy of the proclamation for 2022 can be found at the end of this package. Municipalities can also use their social media channels to create and share their own content.



Sometimes it takes a village.



Breastfeeding Support
Newfoundland & Labrador



To Find Support:
babyfriendlynl.ca

Make Space For Everyone

Become a Baby-Friendly community! Space for Everyone: Communities Supporting Breastfeeding is a tool kit that helps municipalities create environments where breastfeeding is promoted and supported as the normal way to feed infants and young children.

Businesses in your community (restaurants, cafes, retail shops) are key players in making sure families feel comfortable and supported in their community. To learn more, submit a request through our website, select the contact us tab or click [here](#).



SPACE FOR EVERYONE
Communities Supporting Breastfeeding

Follow Us

- Baby-Friendly NL will be sharing social media messages throughout the week of Oct 1-7. Please follow/like Baby-Friendly NL on Facebook, Twitter, Instagram, and LinkedIn, share our content and use our materials on your own social media channels.
- Interested in learning more about us? Visit our website and read our plans for 2020-2025 [here](#).



Baby-Friendly
Newfoundland & Labrador

World Breastfeeding Week 2022 Proclamation



WABA | WORLD BREASTFEEDING WEEK 2022

Baby-Friendly
Newfoundland & Labrador

World Breastfeeding Week

October 1-7, 2022

Whereas

Breastfeeding is recommended for optimal nutrition and healthy growth and development in the early months and years of life, and is fundamental to the well-being and prosperity of communities; and

Whereas

Breastfeeding has an impact on lifelong health, with exclusive breastfeeding for the first six months, and continued breastfeeding for two years and beyond, ensuring that mothers and children 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

Infant feeding is one of the most important decisions that a new family makes; and

Whereas

Parents need the support of family, friends, regional health authorities, peer-to-peer support groups, municipalities, community groups and organizations, businesses and employers; and

Whereas

World Breastfeeding Week provides an opportunity for people to celebrate and to raise public awareness about the importance of breastfeeding and the role everyone can play in normalizing breastfeeding; and

Whereas

The theme for World Breastfeeding Week 2022 in Newfoundland and Labrador is “Step Up For Breastfeeding: Educate and Support”. It focuses on raising awareness of the value of breastfeeding and elevate it to the level of a public health obligation by encouraging organizations and countries to develop measures to safeguard breastfeeding.

Therefore

I, _____, Mayor of _____ proclaim October 1 to 7, 2022
“World Breastfeeding Week” in Newfoundland and Labrador.

Signed: _____

Dated: _____