

“Protect Breastfeeding, A Shared Responsibility”



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, *Protect Breastfeeding: A Shared Responsibility* focuses on how breastfeeding contributes to the survival, health and wellbeing of all and the critical need to protect breastfeeding worldwide.
- WABA has a social media kit that can be found [here](#) to support your campaign.

Baby-Friendly NL

- The work of the Baby-Friendly Council of NL, like this year's World Breastfeeding Week theme *is* indeed a shared responsibility. Our work is government funded and advanced through working groups that involve members of the Provincial Government, Regional Health Authorities, Memorial University, and community partners such as La Leche League, Family Resource Centers and Municipalities Newfoundland and Labrador.
- Baby-Friendly NL’s mission is to protect, promote and support breastfeeding in Newfoundland and Labrador.

- In order to fully protect breastfeeding it must be considered a public health issue that requires investment at all levels.
- You can share the social media post cards at the bottom of this page or create your own message using its contents. Add these hashtags enhance the message:
#ProtectBreastfeedingASharedResponsibility
#breastfeeding4publichealth



..... Breastfeeding is healthy for our communities

Breastfeeding is a public health priority in Newfoundland and Labrador. Protecting, promoting and supporting breastfeeding is an important part of creating healthy communities.

Although the breastfeeding rates in NL remain the lowest in the country, the number of families that are initiating breastfeeding is steadily growing

Breastfeeding initiation rates in hospital have increased from one-third in the 1970s to over three-quarters in recent years.

While more families in our province are breastfeeding today, the majority do not meet Health Canada’s recommendation of breastfeeding for 6 months and up to 2 years and beyond.

Everyone has a role to play in helping families meet their breastfeeding goals. Research shows that the support of parents and grandparents and access to peer support can impact a mother’s decision to breastfeed, as well as how long they breastfeed.

Communities and municipalities can help families in achieving their breastfeeding goals.

Baby-Friendly NL has a Toolkit for Municipalities which can help create environments where breastfeeding is promoted and supported as the normal way to feed infants and young children: <https://babyfriendlynl.ca/support/communities-municipalities/breastfeeding-toolkit-municipalities/>

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

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The Baby-Friendly Initiative

- Did you know that hospitals and community health facilities that are working towards Baby-Friendly designation have higher breastfeeding rates?
- Baby-Friendly NL aims to improve the health of our families by providing leadership and support for the implementation of the World Health Organization's Baby-Friendly Initiative. Find posters and infographics of the 10 Steps to Baby-Friendly [here](#).



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



- Proclaim World Breastfeeding Week in your Community! Contact your municipal office to arrange a virtual or in person gathering respecting COVID-19 guidelines. A copy of the proclamation for 2021 can be found attached to this package.
- Encourage businesses in your area (restaurants, cafes, retail shops) to support breastfeeding families. To learn more, submit a request through our website, select the [contact us](#) tab.

Protect Breastfeeding During COVID-19

- The ongoing COVID-19 pandemic presented families in our province with a unique set of circumstances. It left many families in a vulnerable position with regards to infant feeding especially in the areas of community and social support.
- Use the social media card below to remind families and the public of the safety and efficacy of the COVID-19 vaccine during breastfeeding. For more information click [here](#).



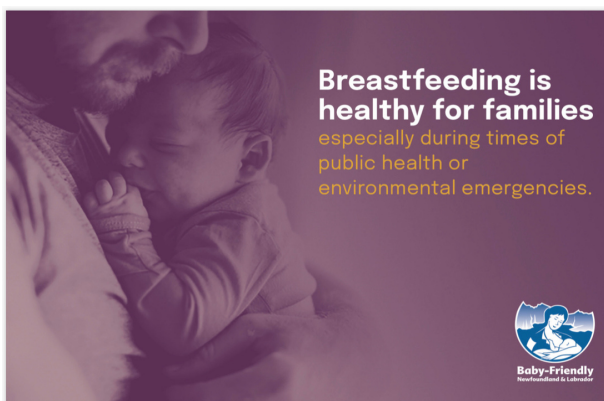
I'm so happy to make my COVID-19 shot a "two for one" in this uncertain time
- Mary Jane, Breastfeeding Mother, Pediatric RN

World Breastfeeding Week 2021

- The concept of "building back better" after the COVID 19 pandemic provides an opportunity to create a "warm chain of support" for breastfeeding that includes health systems, workplaces and communities at all levels of society. A warm chain of support helps build an enabling environment for breastfeeding and protects against the unethical marketing of the formula industry.



- Additional warm-chain breastfeeding social media posts can be downloaded [here](#).
- 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. Share the following two social media postcards to enhance this message.



..... 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.

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.

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

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

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

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Follow Us

- Baby-Friendly NL will be sharing various social media messages throughout the week of Oct 1-7. Please follow and like Baby-Friendly NL on Facebook, Twitter and Instagram, share our content and use our materials on your own social media channels.
- Encourage breastfeeding parents to join the [Breastfeeding Support Newfoundland and Labrador Facebook Page](#).
- Use the following hashtags in your social media interaction:
#WBW2021 #ProtectBreastfeedingTogether #babyfriendlynl #ASharedResponsibility #WorldBreastfeedingWeek #BuildingBackBetter #WarmChain4Breastfeeding
- Interested in learning more about Baby-Friendly NL? [Visit our website](#) and read our plans for 2020-2025 [here](#).



Baby-Friendly
Newfoundland & Labrador

World Breastfeeding Week 2021 Proclamation



Baby-Friendly
Newfoundland & Labrador

World Breastfeeding Week

October 1-7, 2021

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 2021 in Newfoundland and Labrador is Protect Breastfeeding: A Shared Responsibility. It focuses on how breastfeeding contributes to the survival, health and wellbeing of all and the need to protect breastfeeding worldwide. Although support at the individual level is very important, breastfeeding must be considered a public health issue that requires investment at all levels.

Therefore

I, _____, Mayor of _____ proclaim October 1 to 7, 2021
“World Breastfeeding Week” in Newfoundland and Labrador.

Signed: _____

Dated: _____