



**Baby-Friendly**  
Newfoundland & Labrador

## Overview

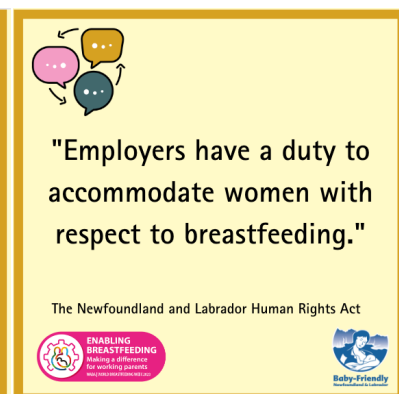
- The Government of Canada has recognized National Breastfeeding Week as an **official Health Promotion Week**. [See here for more information.](#)
- **National Breastfeeding Week** is celebrated in Canada from October 1-7th.
- **Why October?** It is the tenth month of the year and symbolizes the first week of a baby's life after nine months of pregnancy, when a baby would begin to breast/chestfed.
- Each year a **global theme** is developed by the National Alliance for Breastfeeding Action (WABA). This year's theme, *“Enabling Breastfeeding: Making a difference for working parents”* focuses on breastfeeding and employment/work. It will showcase the impact of paid leave, workplace support and emerging parenting norms on breastfeeding through the lens of parents themselves.



## Baby-Friendly NL

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- Baby-Friendly NL's **mission** is to protect, promote and support breastfeeding in Newfoundland and Labrador.
- 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.](#)
- Our work is government funded and advanced through working groups that involve members of the Provincial Government, the Provincial Health Authority, Memorial University, and community partners such as La Leche League, Family Resource Centers and Municipalities Newfoundland and Labrador.
- Keep a watch on our social media for our engagement and discussion posts related to this year's theme. Be sure to comment, like and share!



## Enabling Breastfeeding

- The majority of Canadians have access to adequate parental leave, unfortunately for financial reasons not everyone is able to take advantage of these benefits.
- It may be surprising to note that the #1 reason for weaning after 3 months is due to a return to work. This needs to change!

**IN CANADA,  
THE NUMBER ONE  
REASON FAMILIES  
WEAN AFTER 3  
MONTHS IS DUE TO  
A RETURN TO WORK**

**TOGETHER WE CAN CHANGE THAT**



BREASTFEEDINGBUDDIES.COM



## A Breastfeeding Friendly Workplace...

- Offers flexible work patterns and reasonable break times to express breastmilk or breastfeed as needed.
- Offers access to a private, clean, comfortable, and safe place to express and store milk.
- Offers a variety of supports to help parents reach their goals.

If you are an employer that wants to create a Breastfeeding Friendly Workplace Strategy, see more [here](#).

**Breastfeeding is healthy for the economy**  
reducing health care costs with fewer infections, hospital admissions and less sick time.



- Businesses that support their breastfeeding employees report increased job satisfaction, increased retention of experienced employees and reduction in sick time taken for children's illnesses. In short, everyone benefits.

**Breastfeeding is healthy for the budget**  
helping with household food security.



- Policies and programs that support breastfeeding should be prioritized since the cost of not breastfeeding can create a significant human and economic strain. Breastfed infants can save a family's time and money by avoiding health care costs, lost work time and reduced hospital visits.



Breastfeeding after returning to work benefits the health and emotional well-being of mothers and their infants.

# How YOU can "enable"

- **Parents:** It is helpful to think about what it may take to create a smooth transition back to work. In many cases, it may be less than one may think. Le Leche League Canada has developed an excellent guide that give parents something to think about. [Click here.](#)



- **Share our content:**
  - We have developed content for you to re-share or share on your social media channels. To start, you can use the email signature:



- **Create your own content:**
  - You can use the WABA social media kit found [here](#). Make sure you include the hashtags to extend your reach!  
#WBW2023 #WABA #Breastfeeding  
#SDGs #WarmChain  
#Nationalbreastfeedingweek2023  
#EnablingBreastfeeding  
#MakingADifference #buildingbackbetter  
#EmpoweringParentsCampaign

- 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](#).
- Keep the conversation going by sharing your thoughts on our **Engagement Posts** or answering our **Discussion Questions**.
- **Classrooms** can participate by downloading our word-search package on our website. **Restaurants** can participate by downloading our coloring sheets and activity pages. [See here for downloadable copies.](#)
- Highlight on a breastfeeding friendly business.



## 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, X (formally Twitter), Instagram, and LinkedIn, share our content and use our materials on your own social media channels.

# Proclamation



**ENABLING BREASTFEEDING**  
Making a difference for working parents  
WABA | WORLD BREASTFEEDING WEEK 2023



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Newfoundland & Labrador

## National Breastfeeding Week October 1-7, 2023

### 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, Government and Health authorities, municipalities, community groups and organizations, businesses and employers; and

### Whereas

National 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 National Breastfeeding Week 2023 is “Enabling Breastfeeding: Making a difference for working parents”. The theme focuses on the impact of paid leave and workplace support on the duration of breastfeeding and the positive impacts for parents, children and families.

### Therefore

I, \_\_\_\_\_, Mayor of \_\_\_\_\_ proclaim October 1 to 7, 2023  
“National Breastfeeding Week” in Newfoundland and Labrador.

**Signed:** \_\_\_\_\_ **Dated:** \_\_\_\_\_