

BREASTFEEDING: THE BEST START IN LIFE

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Optimal Infant and Young Child Feeding

- Initiate breastfeeding within one hour
- Breastfeed exclusively for the first six months
- Continue to breastfeed for two years or more with complementary food
- Maternal nutrition



Getting Baby-Friendlier

1981 International Code of Marketing of Breastmilk Substitutes

1989 UNICEF/WHO *Ten steps to successful breastfeeding*

1991 WHO/UNICEF Baby-Friendly Hospital Initiative



And Baby-Friendlier: 20 Years On...

**21,000 facilities in 154
countries**

36 in Canada



Baby-Friendly Means...

Accepting no
breastmilk
substitutes

10 Steps to
Successful
breastfeeding

External
assessment

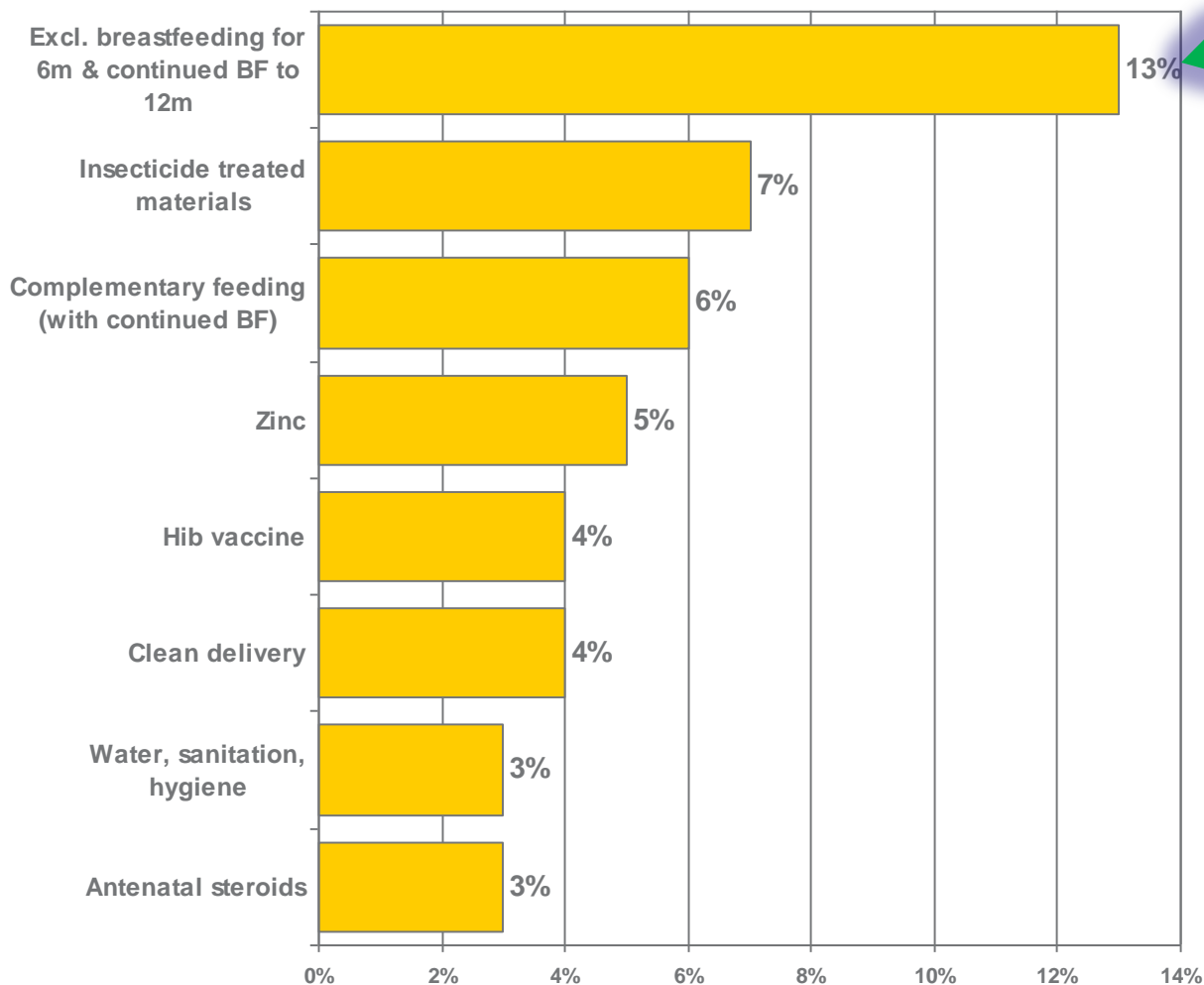
But not yet Baby-Friendly Enough

**25 per cent of
maternity facilities
Baby-Friendly**

**36 per cent of
children exclusively
breastfed**



Impact of Optimal Breastfeeding



Single largest impact on mortality of all preventive interventions

Source: Lancet Child Survival Series 2003

Estimated 1.4 m < 5 lives potentially saved annually with optimal breastfeeding (Lancet Nutrition Series 2008)

Breastfeeding in Canada

A close-up photograph of a newborn baby breastfeeding from its mother. The baby is positioned on the right, with its head turned towards the mother's breast on the left. The mother's hand is visible, gently holding the baby's head. The background is a soft, out-of-focus green.

90 per cent intention rate

87 per cent initiation rate

62 per cent in Newfoundland and Labrador

99 per cent in Yukon

13.8 per cent six months

Demonstrated Impacts

Baby-Friendly Hospital Initiative

Facility level

Population level

Improved
policy and
practice

Increased
staff
knowledge
and skills



Higher
awareness of
breastfeeding
benefits

Higher breastfeeding rates

Better health outcomes

Success is Possible by...



- doing all the right things
- in the right way
- at all levels
- for everyone
- all the time

Breastfeeding: A Right

Article 24: Convention on the Rights of the Child

- Strive for highest attainable standard of health
- Diminish infant and child mortality
- Combat disease and malnutrition
- Education and support for child health and nutrition, including the advantages of breastfeeding

Our Vision: A Baby-Friendly Canada in a Baby-Friendly World!





THANK YOU!

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