

# 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



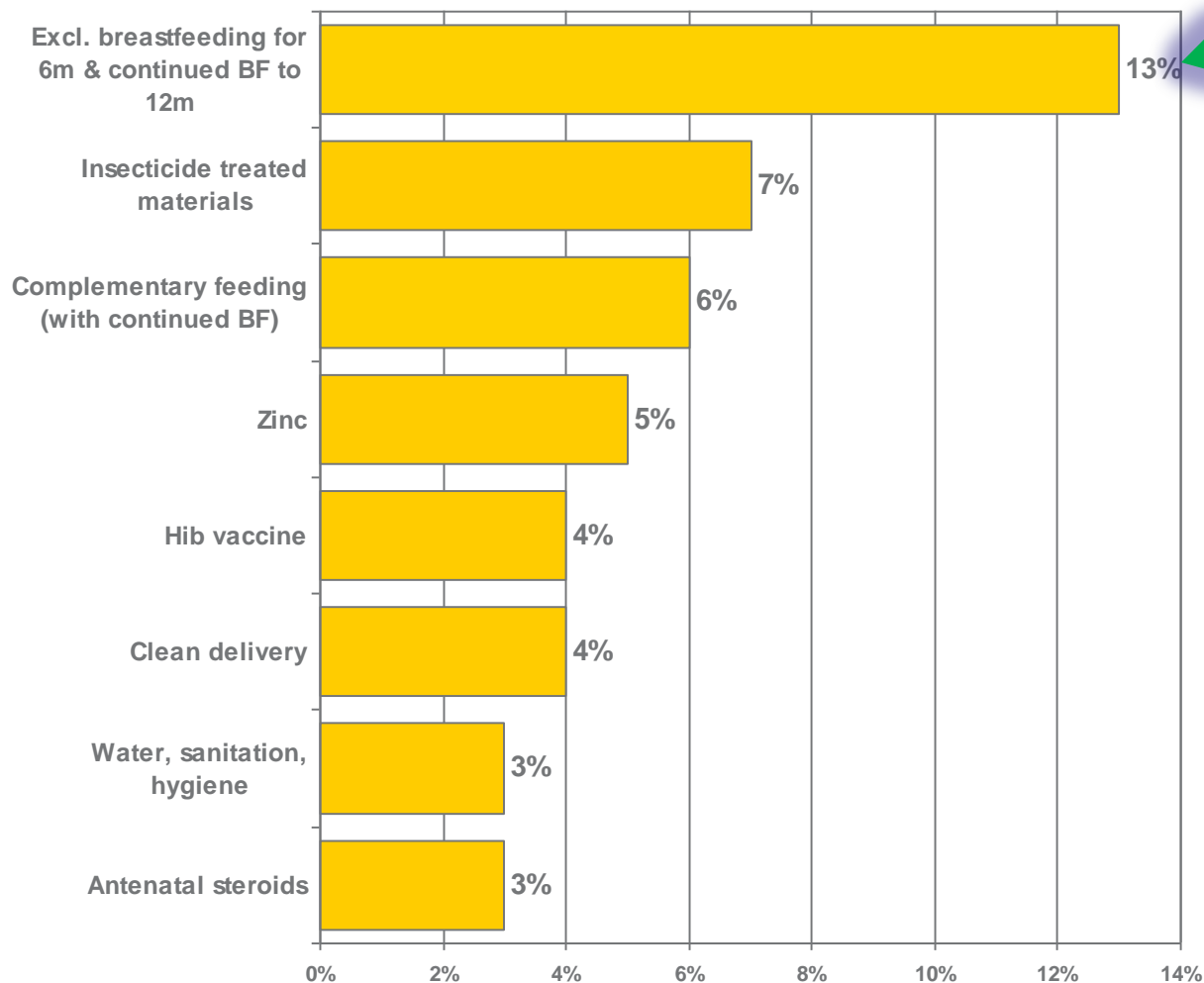
# But not yet Baby-Friendly Enough

**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



**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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