



Breastfeeding and BFI Social Media Messages

The following are suggested messages that your organization may use in your social media campaigns internal and external to your organization. Consider multiple venues to reach your audience such as organizational website (intranet and internet), Facebook, Twitter, and Instagram. We aim to increase the awareness of the new BCC website so please consider including www.breastfeedingcanada.ca in each message.

Follow BCC twitter account **@BCCBFI**, use keywords such as #BCC, #Breastfeeding Canada, #breastfeeding, #breastfed, #infants, #BFI, #Baby-Friendly Initiative.

Suggested Twitter, Instagram, and Facebook messages are:

- Looking for the authoritative source on #breastfeeding in Canada? The Breastfeeding Committee for Canada is it - with a new website www.breastfeedingcanada.ca
- 1/3 tweets: Canadians want to #breastfeed: 92% of Canadian babies start out breastfeeding. www.breastfeedingcanada.ca
- 2/3 tweets: From birth to hospital discharge only 56% of babies are #breastfeeding exclusively in Canada (BCC Survey, 2018-19) www.breastfeedingcanada.ca
- 3/3 tweets: Hospital practices make a difference to successful breastfeeding! www.breastfeedingcanada.ca
- By 6 months only 38% of babies are exclusively #breastfed, WHO target is 70%, why is Canada lagging? Visit www.breastfeedingcanada.ca
- Babies born at a #Baby-Friendly designated hospital are more likely to reach their goal to breastfeed exclusively. Visit www.breastfeedingcanada.ca
- The more of the 10 Steps to Successful #Breastfeeding a facility can achieve the greater the impact. Visit www.breastfeedingcanada.ca
- Families who do not breastfeed are supported in a #Baby-Friendly hospital and community health services. Visit www.breastfeedingcanada.ca
- #Breastfeeding is recommended during the #COVID-19 pandemic. Visit www.breastfeedingcanada.ca
- Keep# breastfeeding, put off weaning or bottles, breastfeed more during #COVID-19 pandemic. Visit www.breastfeedingcanada.ca
- Visit Public Health Agency of Canada's [10 Great Reasons to Breastfeed your Baby](#)
- Visit Public Health Agency of Canada's [Ten Valuable Tips for Successful Breastfeeding](#)
- The World Health Organization states #breastfeeding improves the survival, health, and development of all children. Learn more at www.breastfeeding.ca



- Immediate skin to skin contact and offering the breast at birth supports successful #breastfeeding learn more at www.breastfeedingcanada.ca
- All #infants, including small, sick and/or preterm infants should be fed human milk in the first 6 months of life, learn more at WHO and www.breastfeedingcanada.ca
- Small increases of human milk in the first 14 days of life for very low birth-weight #infants reduces the number of hospitalizations at one year WHO.
- Stable #infants should be offered unrestricted access to the breast, regardless of gestational age or weight learn more at www.breastfeedingcanada.ca
- For #BFI guidance in Canada check out www.breastfeedingcanada.ca

Did you know:

- The World Health Organization launched the Baby-Friendly Hospital Initiative to guide hospitals in evidence-based practices that will support women to breastfeed successfully. Although this program has been available for decades, less than 10% of hospitals in Canada are designated Baby-Friendly. It is time to scale up implementation of BFI in Canada. Is your local hospital or Community Health Service designated Baby-Friendly ([BCC designated facilities](#)).
- What are the breastfeeding rates in your hospital? What are the breastfeeding rates in your community? How well is your hospital and community meeting [international targets](#)?
- Families with infants partially or fully fed formula are given evidenced based information and supported on an individual basis to meet their goals.
- Families who are not breastfeeding are supported and benefit from being in a Baby-Friendly hospital and community health services.
- The Baby-Friendly Initiative is an attainable goal in Canada with leadership commitment and using Quality Improvement methodologies to measure progress toward targets.
- The Breastfeeding Committee for Canada is the National Authority for designating BFI in Canada (outside of Quebec).

Importance of BFI for Indigenous Health:

- Breastfeeding inequalities exist in Canada. Women who are First Nations, Metis and Inuit have lower breastfeeding initiation and lower breastfeeding exclusivity rates at 6 months than other Canadians.
- Significantly fewer Métis and First Nations mothers living off-reserve breastfed their last child exclusively for six months (16.6%) than non-Indigenous mothers (26.7%) <https://health-infobase.canada.ca/health-inequalities/data-tool/index> .
- Culturally safe care is: “an outcome based on respectful engagement that recognizes and strives to address power imbalances inherent in the healthcare system. It results in an environment free of racism and discrimination, where people feel safe when receiving health care” ([First Nations Health Authority, BC](#)). The only person who can determine if services are culturally safe is the person receiving them. The provider and the system cannot claim to be culturally safe.

- Breastfeeding is grounded in Indigenous cultures. Support to breastfeed is an opportunity to support cultural revitalization. Support to breastfeed is also aligned with the TRC call to action #19, to close gaps in health outcomes and increase availability of services for infant, child and maternal health.
- The Baby-Friendly Initiative is an attainable goal for Indigenous regions. In 2013, the Kanesatake Health Centre in Quebec became the first Indigenous Health Centre in Canada to achieve BFI designation. In 2018 Inuvik Hospital in the Northwest Territories was the first hospital to achieve BFI designation in the Territories.
- The [Canadian Non-insured health benefits program](#) provides benefits to First Nations and Inuit clients including access to breast pumps.

Fast Facts about BFI:

- Canadian BFI hospitals have been successful and are seeing the benefit of at least 75% of babies being exclusively breastfed at discharge from hospital. As of February 2020, 21 hospitals and 113 Community Health Services have been successfully designated and some have been re-designated as Baby-Friendly. BFI designation is attainable.
- The Baby-Friendly Initiative is for all families, regardless of how they feed their child. Families have the right to make an informed decision on how to feed their child and be supported in their decision.
- See PHAC's [10 Great Reasons to Breastfeed](#): Perfect nutrition, protection, brain power, ready and portable, size does not matter, good for mothers too, builds a special bond, advantages continues as the baby grows, good for the planet, easy on the budget.
- The Baby-Friendly Initiative is a global effort to implement evidence informed standards and practices that provide a minimal standard of care around infant feeding. When a facility achieves Baby-Friendly designation it means that they are meeting the requirements of each of the 10 BFI Steps.
- The [cost to the health care system](#) of not breastfeeding is significant. Globally, not breastfeeding is associated with lower intelligence and economic losses of about \$302 billion annually.
- The International Code of Marketing Breastmilk Substitutes ([the Code](#)) protects all families from undue marketing pressure. [Health Canada](#) recommends that formula industry complies with the Code. Several provinces have infant formula contracts that are aligned with the Code.
- Achieving some of the BFI 10 Steps improves health outcomes. There is dose response, meaning the more steps you implement the greater the impact but just by starting to implement the BFI 10 steps you are making a difference!