

The Thunder Bay Breastfeeding Coalition is a non-profit group. Our goal is for breastfeeding to be accepted as the normal way of feeding a baby in our community. We work to help more mothers start breastfeeding their babies and breastfeed exclusively for the first 6 months and to increase the number of mothers breastfeeding up to 2 years and beyond. We promote, support and protect breastfeeding by finding out what the community needs and planning activities around these needs.

Some of our past accomplishments include:

- *Attending Welcome Wagon baby showers*
- *Creating a Breast is Best support services pamphlet and magnet*
- *Developing a Restaurant Campaign of breastfeeding friendly restaurants*
- *Hosting a workshop & presentation by Dr Verity Livingstone from BC and donating one of her videos to Thunder Bay public libraries*
- *Purchasing breastfeeding posters and distributing them to doctors*
- *Hosting the regional conference on breastfeeding with Dr Jack Newman as keynote speaker in Sept 1998*
- *Lobbying Intercity Shopping Centre to develop a nursing room*
- *Working cooperatively to develop the Breastfeeding Connection*
- *Creating the Grandparents Supporting Breastfeeding pamphlet*
- *Hosting the Quintessence Foundation Breastfeeding Challenge from 2003 to present*
- *Attending displays at Walmart and County Fair for World Breastfeeding Week*
- *Purchasing breastfeeding books and donating them to the Thunder Bay public library*
- *Creating a Breastfeeding Support Services monthly calendar*

BREASTFEEDING BENEFITS THE COMMUNITY

The health benefits of feeding a baby breast milk are well known for the mother and her baby. But breastfeeding doesn't just benefit them. Breastfeeding benefits the whole community.

Breastfeeding:

- *builds healthier babies*
- *means less sick days for working parents*
- *is environmentally friendly*
- *in public is protected by Ontario's Human Rights Code*
- *is started by 88% of mothers in the City of Thunder Bay*

It is important for everyone to support and encourage breastfeeding mothers because breastfeeding builds a stronger and healthier community!



Breastfeeding Challenge 2009 at Oliver Road



Breastfeeding Challenge 2004 at Intercity Mall



International symbol for "Breastfeeding Welcome Here."

For information or help with breastfeeding in Thunder Bay you can call:

La Leche League

*Margo 346-8477
Courtney 474-3574
Nancy 251-8707*

*Thunder Bay District Health Unit
Breastfeeding Clinic 625-5916*

Maternity Centre 684-6228

*Breastfeeding Connection
Available in the District only.
Call your Public Health Nurse.*

24 Hr Referral Line: 211

*Breastfeeding Support Groups:
Call 625-5952 for information.*

Prenatal Breastfeeding Class

- *One class.*
- *Offered free of charge.*
- *For prenatal women & their support person.*
- *Available at the Maternity Centre or with La Leche League.*

*To register call:
Maternity Centre at 684-6228 or
La Leche League at 622-2229*



The Thunder Bay Breastfeeding Coalition meets on the second Wednesday of the month. We welcome those interested in supporting breastfeeding to join us.

For more information about the Thunder Bay Breastfeeding Coalition please contact:

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***Health Canada recommends
breastfeeding up to 2 years and
beyond.***

Jan 2011



The Thunder Bay Breastfeeding Coalition



***Promoting,
Supporting &
Protecting
Breastfeeding in
Thunder Bay***