

## Support the Baby-Friendly Initiative

Ask your health care professional to support Baby-Friendly practices to help you and your baby:

- Make the feeding decision that is right for you.
- Adjust well after your baby is born.
- Get off to a good breastfeeding start.
- Continue breastfeeding as long as you want.
- For more information go to [www.breastfeedingontario.org](http://www.breastfeedingontario.org)

### La Leche League

416-483-3368

To connect with other breastfeeding mothers

### Telehealth

24 hours a day, 7 days a week

1-866-797-0000

developed by:



**best start  
meilleur départ**

by/par health **nexus** santé



# The Baby-Friendly Initiative

to Support  
and Encourage  
Breastfeeding



416.338.7600  
[toronto.ca/health](http://toronto.ca/health)

**TORONTO**  
Public Health

## What is the Baby-Friendly Initiative?

In 1991 the World Health Organization started the Baby-Friendly Initiative to support and encourage breastfeeding. Around the world there are more than 20,000 hospitals and community health services that are Baby-Friendly. Each year in Canada there are an increasing number of Baby-Friendly hospitals and community health services.

## Why are Baby-Friendly Places needed?

We need more Canadian hospitals and community health services to become Baby-Friendly to help mothers and babies be as healthy as possible.

- In Ontario 9 out of 10 mothers make the decision to breastfeed.
- Many plan to continue to breastfeed for months, a year or several years.
- But many mothers stop breastfeeding earlier than planned.

The Baby-Friendly Initiative can support you and your baby to breastfeed successfully.

## Baby-Friendly Hospitals and Community Health Services:

- Give mother and health care professionals the right information to get breastfeeding off to a good start.
- Support mothers to continue to breastfeed as long as they want.
- Encourage practices that are good for all mothers and babies.

## Baby-Friendly Practices that Support Success in Breastfeeding

**Breastfeeding** is the way to feed your baby. Learn why giving only breast milk is best for you and your baby.

**Tell the world:** Let everyone know you plan to breastfeed so they can support you.

**Learn how to breastfeed,** and how to hand express before your baby is born through prenatal classes and mother's groups.

**Skin-to-skin right after birth:** Ask to have your baby placed on your "tummy" right after he is born and to stay there. It helps babies to adjust to life outside the womb and is good for you too.

**Breastfeed right away:** Tell others this is what you want so they can help you.

**Room in:** Have your baby with you so you can see how your baby asks to be fed.

**Skin-to-skin as much as possible:** Babies learn to breastfeed by touch and smell. It also helps to keep you and your baby calm. You can hold your baby skin-to-skin as often and as long as you want.

**Follow your baby's lead:** Breastfeed your baby whenever your baby shows feeding cues. Most babies feed 8 or more times per day.

**Give your baby only breast milk:** Your body has just made a baby, it will also make enough milk for the baby. Giving formula can interfere with your milk supply.

**Don't use bottles or soothers in the first few weeks:** These can prevent your baby from learning to breastfeed well and stop you from making a good supply of milk.

**Get support:** Ask for help if you need it. Connect with health care professionals and other breastfeeding mothers for support.

**Celebrate your success and share with others.**

