



Let's celebrate National Breastfeeding Week!

The World Alliance for Breastfeeding Action (WABA) is a global network that protects, promotes and supports breastfeeding worldwide. Each year WABA selects a theme for World Breastfeeding Week and the 2018 theme is *Breastfeeding: Foundation of Life*.

In a world filled with inequality, crises and poverty, breastfeeding is the foundation of lifelong health for both babies and mothers.

Why? There are many reasons breastfeeding promotes lifelong health including:

- establishes baby's intestinal tract with beneficial bacteria and a healthy microbiome
- builds baby's immune system
- provides the right nutrients in exactly the right amounts that baby needs for optimal growth and development
- fosters mother-baby togetherness

How does this fit with the Baby-Friendly Initiative (BFI)?

Baby-Friendly Initiative: the foundation of quality practice in maternity services

Why? The Baby -Friendly Initiative requires:

- policies and procedures are based on current, evidence informed practices
- health care providers receive training to provide skilled care
- mothers and families receive information to make informed decisions
- facilities collaborate for a smooth transition from hospital to home

Did you know that Ontario has 8 hospitals and 30 community health services that are BFI designated? It's true and the number is growing!

Baby-Friendly Initiative Ontario (BFI Ontario) supports facilities in their Baby-Friendly journey.

Contact us if you are you interested in learning more!