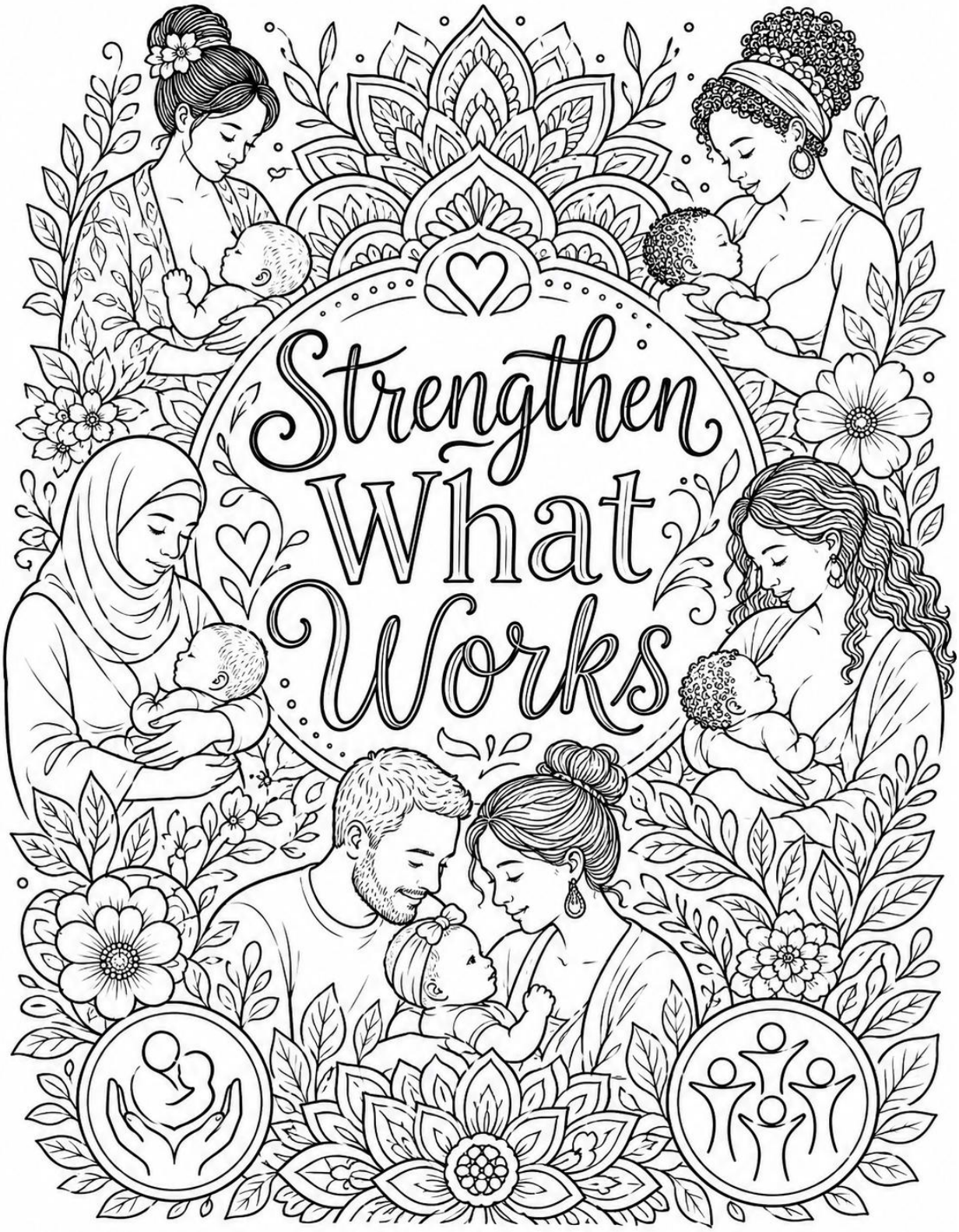Baby-Friendly Initiative Ontario