



Halton Baby-Friendly Initiative

Do you have a Baby-Friendly Space?

Breastfeeding is the natural way to feed a child with major health benefits for both mothers and babies. However many breastfeeding mothers choose not to breastfeed outside the comfort of their home because they feel unsupported to breastfeed in public places. Halton Baby-Friendly Initiative (HBFI) aims to promote a baby-friendly Halton by encouraging and supporting the Halton community to provide Baby-Friendly Spaces throughout the region. A Baby-Friendly Space is anywhere that welcomes and supports mothers with babies/young children and families.



Do you know?

The Ontario Human Rights Commission <http://www.ohrc.on.ca/en/pregnancy-and-breastfeeding-brochure> legally protects pregnant and breastfeeding women. It states "**Breastfeeding women have the right to breastfeed a child in any public area**". Therefore nobody should prevent a woman from breastfeeding, ask her to "cover up", disturb her or request she move to another area because she is in a public space.

What are the benefits of providing a Baby-Friendly Space?

- A Baby-Friendly Space helps make a positive contribution to improving the general health and wellbeing of the Halton community while upholding Ontario law.
- It supports mothers with babies and/or young children and their families.
- It improves any service you provide, by encouraging loyalty within existing users and attracting new users.
- When users feel welcome, they are likely to stay longer and return.
- It brings good publicity and promotes your Baby-Friendly Space.

Are You Already A Baby-Friendly Space?

"Can you answer YES to all of the following statements?"

The universal breastfeeding logo is displayed to show that this is a Baby-Friendly Space.	YES	NO
Breastfeeding mothers and babies are welcomed and supported.	YES	NO
A private area to feed babies and/or express milk (NOT a washroom) can be provided when requested.	YES	NO
A welcoming, clean and comfortable baby-friendly environment is provided.	YES	NO
The need for a baby-friendly space is understood and supported.	YES	NO
Any inappropriate comments regarding breastfeeding babies and/or young children are responded to sensitively and tactfully, while explaining the importance of supporting a baby-friendly community.	YES	NO
Compliance with the International Code of Marketing of Breastmilk Substitutes.	YES	NO

If you answered YES to all of the above, congratulations, you have a Baby-Friendly Space.

You may wish to display one or more decals of the universal breastfeeding logo shown above. They can be ordered by contacting us at info@babyfriendlyhalton.ca.

Your Baby-Friendly Space can play an important role in supporting breastfeeding and the general well-being of families within Halton. If you need help to become baby-friendly, including how to become Code compliant, please contact us at info@babyfriendlyhalton.ca.

www.babyfriendlyhalton.ca



Summary of the International Code of Marketing of Breastmilk Substitutes (The Code) and relevant World Health Assembly Resolutions

The Code seeks to protect and promote breastfeeding by ensuring the ethical marketing of breastmilk substitutes by industry.

- 1) No advertising of these products (i.e., formula, bottles, nipples, pacifiers) to the public. This includes no pre and postnatal group instruction of breastmilk substitutes.
- 2) No free samples of these products to mothers.
- 3) No promotion of artificial feeding products in health care facilities, including the distribution of free or low-cost supplies.
- 4) No company representatives to advise mothers.
- 5) No gifts or personal samples to health workers.
- 6) No words or pictures idealizing artificial feeding, including pictures of infants on the labels of products.
- 7) Information to health workers should be scientific and factual.
- 8) All information on artificial infant feeding, including the labels, should explain the benefits of breastfeeding, and the cost and hazards associated with artificial feeding.
- 9) Unsuitable products, such as sweetened condensed milk, should not be promoted for babies.

For more information about The Code and subsequent World Health Assembly Resolutions go to: www.breastfeedingcanada.ca/TheCode.aspx.