Halton Baby Friendly™ Initiative

What does Baby Friendly™ mean to me?

Trained Healthcare Staff
Staff receive the latest education to provide you with consistent information about you and your baby.

Hospitals/Healthcare
Will work closely with community supports and resources to provide you with consistent and seamless care.

Information for Families
We can provide you with information about the benefits of breastfeeding from birth to adulthood.

Support
Resources are available to help you every step of the way, regardless of how your baby is fed.

Exclusive & Continued Breastfeeding
We will support you, your baby and your family, and provide information about feeding your baby until they are weaned.

Breastfeeding Policy
Our community has a breastfeeding policy to promote, protect and support breastfeeding.

Community/ Workplace
Continued support when you go back to work. Stores & businesses provide a welcome place for feeding when baby is hungry.

Our Community
Where breastfeeding is the norm.
What Does Baby Friendly™ Mean to Me?

Baby Friendly™ means you will:

• Be given consistent information about how to feed and care for your baby
• Be supported in your choice of how to feed your baby
• Be supported to feed your baby anywhere in a community that is welcoming and supportive

Why Does Baby Friendly™ Work?

• Breastfed babies are sick less often so their working parents do not need to miss as much work.
• Breastfeeding is much less expensive for families than breast milk substitutes (formula).
• Breastfeeding eliminates the resources needed to produce, package, transport and dispose of breast milk substitutes.
• Families are always welcome anywhere, anyplace and anytime.


For more information contact the Halton Baby Friendly™ Initiative Committee at: haltonbfi@halton.ca
905-825-6000 or 1-866-442-5866
For more detail about the Baby Friendly™ Initiative visit: www.breastfeedingcanada.ca