

## WHAT IS THE INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES, 1981 (THE CODE)?

- Provides minimum requirements that this facility has to meet to show that the work we do, related to infant feeding, is unbiased, fact-based and free from commercial influences
- Applies to all of this facility's messaging about infant formula, other milks, infant teas or juices, feeding bottles, and pacifiers
- Ensures families get the information they need to make an informed decision about how to feed their babies

The Manitoba Baby Friendly Committee is partnering with hospitals and community health centres throughout the province to assist and support them to achieve Baby Friendly designation.



# BABY FRIENDLY MANITOBA

MANITOBA'S  
BABY FRIENDLY  
INITIATIVE

## WHAT IS THE BABY FRIENDLY INITIATIVE?



Manitoba 

Manitoba 

## WHAT IS BFI?

- A WHO and UNICEF global standard
- An important designation awarded to health organizations
- Inclusive of all babies, regardless of how they are fed

The Manitoba Breastfeeding Strategy states that “Implementing the Baby Friendly Initiative, an international accreditation program of evidence-based practice for maternal and infant health improves breastfeeding outcomes.”

## WHY BREASTFEED?

- Provides normal and optimal nutrition for babies
- Increases babies’ immunity
- Lowers the risk of many illnesses for both baby and mother
- Breastmilk can’t be replicated artificially

## WHY NOT USE INFANT FORMULA?

- Costs more
- Errors can be made when preparing formula
- Harder to digest
- Does not protect babies against infections
- Does not change to meet babies’ needs



## WHAT IS YOUR ROLE AS STAFF IN A HEALTH FACILITY IN MANITOBA?

Manitoba Health is committed to achieving Baby Friendly Initiative designation.

Facility and Community health staff will:

### 1. Create a welcoming environment for breastfeeding families

- All mothers who wish to breastfeed or pump breastmilk can do so on locations where staff provide services
- Offer a clean space with comfortable chairs
- Provide a private space if requested and available
- Don't display posters, pamphlets, resources, etc. showing the use of feeding bottles, pacifiers or infant formula
- Don't ask the breastfeeding mother to leave, cover up or to use a restroom



**BABY**  
**FRIENDLY**  
**MANITOBA**

### 2. Know the basics of the BFI Policy and Procedures that are based on the Baby Friendly Initiative Steps for Hospitals and Community Health Services

As a Baby Friendly organization:

- We have a commitment to protect, promote and support breastfeeding
- We educate staff to protect, promote and support breastfeeding
- We offer all mothers clear evidence so they can make a fully informed choice as to how they feed and care for their babies
- We help each mother and baby get breastfeeding off to a good start by placing the baby skin-to-skin with mother immediately after birth
- We offer mother and baby help while learning this new skill, and provide support on maintaining milk supply if baby and mother are separated from each other
- We support mothers to feed their babies only breast milk for the first 6 months, introduce solid foods at that time, and continue breastfeeding for two years and beyond
- We welcome mothers to breastfeed anytime, anywhere
- We encourage mothers to breastfeed their baby for as long and as often as the baby needs
- We discourage use of soothers and bottles with nipples for healthy babies as they may cause problems with breastfeeding and with mother's milk supply
- We provide individual instruction and support to families who have made a fully informed choice not to breastfeed.
- We work with our community to support breastfeeding in Manitoba
- We ensure that materials distributed to the public by staff meet Baby Friendly Initiative standards

### 3. Refer mothers who have questions or need help with infant feeding to call the Breastfeeding Hotline (24 hour) Toll Free 1-888-315-9257

- Services are available for families in each region of Manitoba