

**Baby Friendly Initiative (BFI) for Southern Health-Santé Sud  
BFI Staff Information Handout**

**What is Baby Friendly Initiative (BFI)?**

- A World Health Organization (WHO) and UNICEF global standard and an important designation awarded to health organizations.
- BFI was developed because the WHO and UNICEF noticed a worldwide higher incidence of illness and death of non-breastfed babies.
- Inclusive of all babies, regardless of how they are fed.
- **This region is committed to achieving BFI designation.**

**Why Breastfeed?**

- Provides normal and optimal nutrition for babies.
- Increases babies' immunity.
- Provides protection for many illnesses and diseases for both mom and babies.
- Breastmilk can't be replicated artificially as it is always changing to provide what the baby needs throughout the day, week or month.

**Why not use Infant Formula?**

- Provides no immunity and does not protect against infections.
- Hard to digest and can cause bacterial infections.
- Errors can be made when preparing formula.

**What is the International Code of Marketing of Breastmilk Substitute?**

- Provides minimum requirements that this facility has to meet to show that the work we do, related to infant feeding, is unbiased, face-based and free from commercial influences.
- Applies to all of our regions messaging about infant formula, other milks, infant teas or juices, feeding bottles and pacifiers (no advertising or promotion of products in the Region).
- Encourages families to make informed decisions using evidence based information on how to feed their babies.
- Refers to: <http://www.breastfeedingcanada.ca/TheCode.aspx>

**What is your role? All Southern Health-Santé Sud staff will:**

- 1. Create a welcoming environment for breastfeeding families.**
  - All families who wish to breastfeed or pump breastmilk can do so in all Southern Health-Santé Sud facilities.
  - 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 family to leave, cover up or to use a restroom.
- 2. Know the basics of the Breastfeeding Policy and Procedures**
  - Southern Health-Santé Sud supports exclusive breastfeeding until the baby is 6 months old.
  - Southern Health-Santé Sud supports breastfeeding to 2 years and beyond with the introduction of complimentary foods at 6 months.
  - Ensure that materials distributed to the public by staff meet BFI Standards – No ads for formula in our region.
- 3. Refer mothers who have questions or need help with infant feeding to contact their Public Health Nurse (<http://www.southernhealth.ca/services.php>) or the Breastfeeding Hotline (24 hour) 1-204-788-8667 or Toll Free 1-888-315-9257**

**References:**

Breastfeeding Committee for Canada (BCC). (2014). Electronic copy received from:  
[http://www.breastfeedingcanada.ca/documents/Global\\_Strategy\\_for\\_Infant\\_And\\_Young\\_Child\\_Feeding.pdf](http://www.breastfeedingcanada.ca/documents/Global_Strategy_for_Infant_And_Young_Child_Feeding.pdf)

Breastfeeding Committee for Canada (BCC). (2014). Electronic copy received from:  
<http://www.breastfeedingcanada.ca/documents/AnIntroductionToTheInternationalCode.pdf>

Regional Perinatal Obstetrics Breastfeeding Policy; Southern Health-Santé Sud 2015

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