

BREASTFEEDING FRIENDLY PLACES 2020 UPDATE

BACKGROUND

The Baby-Friendly Hospital Initiative (BFHI) was initiated by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) in 1991 to protect, support and promote the initiation and duration of breastfeeding globally. In Canada, the BFHI is called the Baby-Friendly Initiative (BFI) which reflects the continuum of care between hospital and community services. The Baby-Friendly Initiative (BFI) was launched in Canada in 1998.

In 2006, The New Brunswick Minister of Health mandated that all health care facilities that provide care to women and children move forward with implementing BFI as best practice. The objective of the BFI is to improve outcomes for babies and mothers by enhancing the quality of care and enabling parents to make informed choices around infant feeding. Many research studies have demonstrated that there is an increase in breastfeeding rates when the BFI is implemented within health care facilities, as well as an increase in exclusive breastfeeding and how long mothers breastfeed.



Increasing rates of breastfeeding can help reduce the prevalence of various illnesses and health conditions, which in turn results in lower health care costs

The vision of the Baby-Friendly Initiative in New Brunswick is to make breastfeeding the cultural norm for infant feeding in New Brunswick. One activity to promote positive attitudes towards breastfeeding in the community and public places is through the breastfeeding friendly places initiative. This involves collaborating with community organizations and private businesses to create supportive environments for breastfeeding.

BREASTFEEDING FRIENDLY PLACES BY THE NUMBERS

As of January 2020, 441 locations were listed within the 'Breastfeeding Friendly Places' directory in New Brunswick. See *Breastfeeding Friendly Places By The Numbers | 2020* infographic for details.



441
**Breastfeeding
Friendly Places**

RECOMMENDED ACTIONS

The Office of the Chief Medical Officer of Health (OCMOH) appreciates the collaborative support and recruitment activities of the Public Health Practitioners to create more breastfeeding friendly places within New Brunswick. To continue moving New Brunswick towards a more breastfeeding friendly province and to encourage breastfeeding as the cultural norm for infant feeding, OCMOH recommends Public Health Practitioners continue their recruitment activities.