

Support the Baby-Friendly Initiative

Ask your health care provider to support Baby-Friendly practices to help you and your baby:

- Make the feeding choice that is right for you.
- Get breastfeeding off to a good start. Ask your health care provider to help get you started.
- Continue breastfeeding for as long as you want.

Baby-Friendly practices in Toronto

Toronto East General Hospital has policies and practices that support breastfeeding and is Toronto's first hospital to receive the international WHO/UNICEF Baby-Friendly designation.

Toronto Public Health is working towards Baby-Friendly designation. Toronto Public Health supports and promotes exclusive breastfeeding for the first six months. After 6 months breastfeeding should be continued for 2 years or more and babies should be given other foods. Toronto Public Health staff have knowledge and skills to help you breastfeed.

Breastfeeding Services in Toronto

Toronto Health Connection

Monday to Friday

8:30 a.m. to 4:30 p.m.

416-338-7600

- To speak with a public health nurse or registered dietician about breastfeeding
- To find out about clinics and groups where you can get help with breastfeeding

Telehealth

24 hours a day, 7 days a week

1-866-797-0000



The Baby-Friendly Initiative

to Support
and Encourage
Breastfeeding



PH0904DS112 Low Lit.

416.338.7600
toronto.ca/health

 **TORONTO**
Public Health



What is the Baby-Friendly Initiative?

The Baby-Friendly Initiative was started to help and encourage mothers all around the world to breastfeed. Support for breastfeeding is provided in Baby-Friendly hospitals and community health services and includes all babies. Whether babies are breastfed or formula fed, Baby-Friendly places provide the same care and services for you and your baby.

Why are Baby-Friendly places needed?

- Having more hospitals and community health services become Baby-Friendly will help mothers and babies be as healthy as possible.
- Most mothers decide to breastfeed their babies.
- Many mothers continue to breastfeed for months, a year or many years. But, many mothers stop breastfeeding sooner than they want to.
- The Baby-Friendly Initiative can help you and your baby to breastfeed successfully.

Baby-Friendly hospitals and community health services:

- Give mothers and health care providers the right information to get breastfeeding off to a good start.
- Help mothers to breastfeed as long as they want.

Baby-Friendly practices that can help you breastfeed

Breastfeeding is the best way to feed your baby.

Learn why giving only breast milk is best for you and your baby.

Tell others. Let everyone know you want to breastfeed so they can help you.

Learn how to breastfeed before your baby is born.

Go to prenatal classes to learn how to breastfeed and how to hand express your breast milk.

Skin-to-skin right after birth. Ask to have your baby placed on your “tummy” right after he is born and to stay there.

Breastfeed right away. Your baby is most awake and ready to learn how to breastfeed right after birth. Breastfeeding early will also help you to make more milk.

Room in. Have your baby in your hospital room with you so you can see how and when your baby asks to be fed.

Skin-to-skin as much as possible. Babies learn to breastfeed by touch and smell. It also helps to keep you and your baby calm. You can hold your baby skin-to-skin as often and as long as you want.

Breastfeed often. In the first month, most babies will breastfeed well at least 8-12 times a day. There are no set times to breastfeed your baby. Breastfeed your baby when she is showing signs of hunger.

Give your baby only breast milk. Your body has just made a baby. Your body will also make enough milk for your baby.

Do not give your baby soothers or bottles.

Giving a soother or bottle too early may cause your baby to have problems breastfeeding and make breastfeeding painful. If you decide to use soothers or bottles it is best to wait until your baby has learned to breastfeed well. This often happens by 4-6 weeks.

Get help to breastfeed. Ask your health care provider to help get you started. Get help right away if you are having breastfeeding problems. See the back of this pamphlet for phone numbers to call for breastfeeding help.

Celebrate your success and share with others.

