

Board of Health

Meeting No.	7	Contact	Candy Davidovits, Committee Administrator
Meeting Date	Wednesday, September 19, 2007	Phone	416-392-8032
Start Time	1:00 PM	E-mail	boh@toronto.ca
Location	Committee Room 1, City Hall		

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HL7.2	NO AMENDMENT			
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Breastfeeding Promotion in Toronto

City Council Decision

City Council on October 22, 23 and 24, 2007, adopted the following motions:

1. City Council endorse the implementation of the Breastfeeding Friendly Recognition Symbol in Toronto as outlined in the report (September 5, 2007) from the Medical Officer of Health.
2. City Council require all City facilities, including agencies, boards and commissions, the Association of Community Centres (AOCCs) and Arenas which have City funding, to post the Breastfeeding Friendly Symbol.
3. City Council direct the City Manager to advise all City of Toronto grant recipients and all daycare centres receiving City funding of the City of Toronto's breastfeeding policy and request that they post the Breastfeeding Friendly Symbol.

(September 5, 2007) Report from Medical Officer of Health

Committee Recommendations

The Board of Health recommends that City Council:

1. endorse the implementation of the Breastfeeding Friendly Recognition Symbol in Toronto as outlined in the report (September 5, 2007) from the Medical Officer of Health;

2. require all City facilities, including agencies, boards and commissions, the Association of Community Centres (AOCCs) and Arenas which have City funding, to post the Breastfeeding Friendly Symbol; and
3. direct the City Manager to advise all City of Toronto grant recipients and all daycare centres receiving City funding of the City of Toronto's breastfeeding policy and request that they post the Breastfeeding Friendly Symbol.

Decision Advice and Other Information

The Board of Health:

1. adopted the following resolution:

“Whereas the Board of Health recognizes that breastfeeding is the optimal method of feeding infants and that mothers have the right to breastfeed their babies anytime, anywhere; and

Whereas Facebook deemed photos of nursing mothers to be “obscene content”;

Therefore be it resolved that:

- a. the Board of Health send a letter to Facebook administrators confirming that breastfeeding women should not be stigmatized in any way and that removing images of breastfeeding women from Facebook contributes to this stigma, and
 - b. the Board of Health request the Medical Officer of Health to post this letter on the TorontoPublic Health website;
3. requested the Medical Officer of Health to include in Phase 2 of the Implementation of the Breastfeeding Friendly Symbol communication with non-profit and community and health centres, arts and cultural centres and Ontario Early Years Centre, Toronto District School Board Family Literacy Centres, non-profit Family Resource Centres advising them of the City's breastfeeding policy and requesting them to post the Breastfeeding Friendly Symbol; and
 4. requested the Medical Officer of Health to provide the new members of the Board of Health with some background information on this issue.

Financial Impact

The budget for the roll out of the Breastfeeding Friendly Recognition Symbol is included in the Toronto Public Health Operating Budget.

Summary

The purpose of this report is to inform the Board of Health about Toronto Public Health Breastfeeding Promotion activities, and to seek endorsement for the implementation of a Breastfeeding Friendly recognition symbol in Toronto.

Toronto Public Health offers a wide variety of programs and services that promote and support exclusive and sustained breastfeeding. This includes supporting mothers to breastfeed their children anytime and anywhere. There is wide variation in public attitudes toward breastfeeding in public. Creating a comfortable supportive environment for mothers to breastfeed whenever and wherever they choose will enable increased duration of breastfeeding which will benefit child health.

Background Information

Breastfeeding Promotion in Toronto

(<http://www.toronto.ca/legdocs/mmis/2007/hl/bgrd/backgroundfile-6597.pdf>)

Submitted Wednesday, September 19, 2007

Councillor John Filion, Chair, Board of Health