

## Summary of the WHO International Code of Marketing of Breast Milk Substitutes

1. No advertising of breast milk substitutes or related products to the public.
2. No free samples to mothers.
3. No promotion of products in health care facilities (including free formula).
4. No company representatives to contact mothers.
5. No gifts of personal samples to health workers.
6. No words or pictures idealizing artificial feeding, including pictures of infants, on the labels of the products.
7. Information to health care workers should be scientific and factual.
8. All information on artificial infant feeding must explain the benefits and superiority of breastfeeding, and the costs and hazards associated with artificial feeding.
9. Unsuitable products such as sweetened and condensed milk, should not be promoted for babies.
10. Manufacturers and distributors should comply with Code's provisions even if countries have not acted to implement the Code.

The Manitoba Baby Friendly Committee is partnering with hospitals and community health centers throughout the province to assist and support them to achieve Baby Friendly designation. For further information:

<http://www.gov.mb.ca/health/bfm/index.html>

**Flin Flon:** BFI Committee Members:  
Primary Health Care Centre 204- 687-1350

**The Pas:** BFI Committee Members:  
Primary Health Care Centre 204-623-9650  
Obstetrical Unit (TPHC) 204-623-9214

**Thompson:**  
Public Health 204-677-5350  
Nursery (TGH) 204-677-2381 ext. 2243

Please note the posted **breastfeeding pledge** in our facilities:



<http://www.gov.mb.ca/health/bfm/strategy.pdf>

# Northern Health Region

## The Baby Friendly Initiative

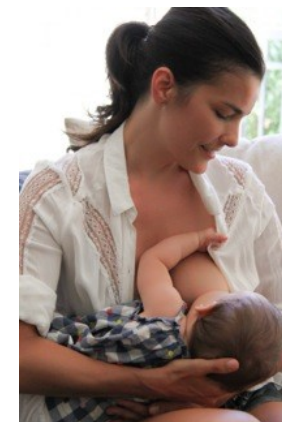


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# What is the Baby Friendly Initiative?

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The Baby Friendly Initiative (BFI) is a global campaign created in 1991 by the **World Health Organization (WHO)** and the **United Nations Children's Fund (UNICEF)**. **Why?** Because it was noticed worldwide that babies who were not being breastfed had a much higher incidence of illness and death.

The BFI aims to give **every baby** the best start in life. While the goal is to protect, promote and support breastfeeding, women who make an informed choice to formula feed are supported in their decision and given instruction to ensure they can provide formula safely.

World wide there are over 18,000 Baby Friendly hospitals and health facilities. In Canada, as of 2015, there are 13 hospitals, 7 birth centres and 110 community facilities that have achieved this distinction.

**The Northern Health Region community sites in The Pas, Flin Flon and Thompson have achieved Baby Friendly designation.**



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## The 10 Steps to Becoming Baby Friendly

1. Have a written breastfeeding policy that is routinely communicated to all health care providers and volunteers.
2. Ensure all health care providers have the knowledge and skills necessary to implement the breastfeeding policy.
3. Inform pregnant women and their families about the importance and process of breastfeeding.
4. Place babies skin-to-skin with their mothers immediately following birth for at least an hour or until completion of the first feeding or as long as the mother wishes.
5. Assist mothers to breastfeed and maintain lactation should they face challenges including separation from their babies.
6. Support mothers to exclusively breastfeed for the first six months, unless supplements are medically indicated.
7. Facilitate 24-hour rooming - in for all mother-infant dyads: mothers and infants remain together.
8. Encourage baby-led breastfeeding. Encourage sustained breastfeeding beyond 6 months with appropriate introduction of complimentary foods.
9. Support mothers to feed and care for their breastfeeding babies without the use of artificial teats or pacifiers.
10. Provide a seamless transition between the services provided by the hospital, community health services and peer support programs.



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