The Infant Feeding Policy

This policy supports all women and their babies, regardless of their feeding method.

All families:
- Will receive information about the importance of skin to skin care and human milk.
- Will receive effective teaching about responsive feeding for their baby.
- Will be given information to help them make an informed decision about how to safely feed their baby.
- Who feed their babies a human milk substitute will be provided guidance and information on purchasing, feeding practices, safe preparation and storage of these products.

Tips for Implementing the Infant Feeding Policy

- Ensure new employees are made aware of the infant feeding policy during orientation.
- Ensure employees are aware of the influence of their attitudes and behaviours when working with families.
- Ensure all employees create a baby-friendly environment for clients and coworkers.
- Ensure any human milk substitute products are stored out of sight.
- Ensure no posters or other materials provided by manufacturers or distributors of human milk substitutes are displayed.
- Ensure no distribution of samples of human milk substitutes, bottles or marketing materials.
- Ensure no acceptance of gifts, literature, or money for education from human milk substitute manufacturers or distributors.

Contact Information
Name:
Department:
Telephone:
Email:
**Did You Know…**

NSHA and IWK approved an Infant Feeding Policy for implementation in 2018 using the Baby-Friendly Initiative (BFI) as its framework.

The BFI is a quality initiative based on best practices in maternal and child health, and supports informed infant feeding decisions and breastfeeding.

A strong policy that promotes and protects breastfeeding is key in supporting families in the hospital and community, before, during and after birth.

Breastfeeding is important for the health of mother and baby, and has important economic and environmental impacts for health care.

All programs and services are expected to comply with the policy.

NSHA and the IWK aim to create a culture where breastfeeding is normal and all families are respected, no matter how they feed their babies in NSHA/IWK facilities.

Nova Scotia’s Human Rights Act protects a woman’s right to breastfeed anywhere, anytime.

The full policy can be found at: NSHA MC-GA-001, IWK - 1115 Infant Feeding

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**How to Become Baby-Friendly**

- Be informed about the Infant Feeding Policy.
- Provide a welcoming environment for mothers to feed their babies.
- Display a sign or symbol that tells everyone that breastfeeding is welcome.
- Make information about the Infant Feeding Policy available to the public.
- Ensure all employees meet the minimal educational requirements as outlined in the Infant Feeding Policy, as appropriate to their role.
- Comply with the World Health Organization (WHO) International Code of Marketing Breastmilk substitutes. See the link in the Infant Feeding Policy.

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**Importance of Becoming Baby-Friendly**

Health programs and services that have adopted BFI practices have observed:

- Parents experiencing skin to skin contact with their new infant immediately following birth for at least one hour.
- Parents and babies remaining together as much as possible during their hospital stay.
- Increased rates of initiation, exclusivity and duration of breastfeeding.
- Decreased use of human milk substitutes and reduced cost to families and facilities.
- Increased patient satisfaction.
- Breastfed babies require fewer primary health care provider visits and hospitalizations resulting in lower health care costs.
- Breastfeeding is environmentally friendly and sustainable.

www.breastfeedingcanada.ca

*Brochure adapted with permission from Health PEI*