

## BREASTFEEDING FRIENDLY COMMUNITY HEALTH CENTERS

Because breastfeeding has been shown to be the superior form of infant nutrition, and because alternate forms of infant feeding carry significant health, social, and economic risks to both mother and baby, this policy aims to ensure that all staff at \_\_\_\_\_ understand their role and responsibilities in supporting expectant and new mothers and their partners to feed and care for their baby in ways which support optimum health and well-being. All staff members are expected to comply with the policy. \_\_\_\_\_ is committed to:

1. Providing the highest standard of care to support expectant and new mothers and their partners to feed their baby and build strong and loving parent-infant relationships. This is in recognition of the profound importance of early relationships to future health and well-being and the significant contribution that breastfeeding provides to good physical and emotional health outcomes for children and mothers.
2. Ensuring that all care is mother and family centered, non-judgmental and that mothers' decisions are supported and respected.
3. Working together across disciplines and organizations to improve mothers'/parents' experiences of care.

## BREASTFEEDING FRIENDLY OFFICE-ENVIRONMENT POLICY

\_\_\_\_\_ will create a breastfeeding friendly environment where breastfeeding will be regarded as the normal way to feed babies and young children. \_\_\_\_\_ will ensure that:

1. Mothers will be enabled and supported to feed their infants in all public areas of the facility.
2. Reasonable effort will be made to accommodate mothers who prefer privacy.
3. Whenever possible, signs written in all common languages used in the facility will be posted in all public areas of the clinic informing users of this policy.
4. Materials are displayed that promote breastfeeding, such as: posters, pamphlets, educational materials, signs, pictures and photographs of breastfeeding mothers.
5. No advertising of breast milk substitutes, feeding bottles, or pacifiers is permissible throughout facilities.
6. The display of logos of manufacturers of these products on such items as calendars, stationery, and other paraphernalia whether deemed educational or not is prohibited in accordance with the International Code of Marketing Breast Milk Substitutes.
7. Avoid procurement of breast milk substitutes, bottles, pacifiers etc. received in gift form.
8. No literature provided by manufacturers of breast milk substitutes is permitted.

## INFANT FEEDING POLICY

As part of this commitment, \_\_\_\_\_ will ensure that:

1. All new staff is familiarized with the policy on commencement of employment.

2. All staff receives training to enable them to implement the policy as appropriate to their role.
3. New staff receives this training within six months of commencement of employment.
4. Culturally appropriate, learner-centered breastfeeding education is provided to expectant and new mothers to ensure participants make an informed infant feeding decision.
5. Encouragement and support is provided for mothers to exclusively breastfeed for the first six months of their child's life and to continue breastfeeding through the infant's first birthday, and thereafter for as long as mutually desired.
6. The International Code of Marketing of Breast Milk Substitutes is implemented throughout the service. This states that mothers are fully capable of breastfeeding their infants and should be protected from the promotion of breast milk substitutes and other efforts that undermine an informed decision.
7. All documentation fully supports the implementation of these standards.