

TOGETHER WE ARE BABY-FRIENDLY



ASK QUESTIONS ABOUT FEEDING YOUR BABY ANYTIME TOGETHER, ON OUR BABY-FRIENDLY JOURNEY, WE PROMOTE:

Opportunities to talk about the best available information and offer support for your feeding decisions

Skin to skin for all babies in hospital and at home

The importance of human milk and breastfeeding for the health of you and your baby

Access to community supports for you and your baby



TOGETHER WE ARE BABY-FRIENDLY



BABY-FRIENDLY MEANS QUALITY CARE

TOGETHER, WE SHARE RESPONSIBILITY TO:

Be informed
of current best
practices

Support
a positive
breastfeeding
culture

Respect
and protect
the feeding
choices of all

Recognize your
right to feed
baby anytime,
anywhere



TOGETHER WE ARE BABY-FRIENDLY



FAMILY-LED CARE SUPPORTS INFANT FEEDING

TOGETHER, WE BELIEVE IN:

Respecting your individual infant feeding needs as part of your care

Practices based on the most current information, such as skin-to-skin and caregiver-baby togetherness for all

Exclusive breastfeeding for 6 months and continued breastfeeding for up to 2 years and beyond

Working with communities and partners to provide the supports you need

