

# NATIONAL BREASTFEEDING WEEK

OCTOBER 1-7 2025

*"Canadian Breastfeeding Week is observed during the 40th week of the year, typically in October. This timing reflects the first week of a baby's life when breastfeeding often starts. The 10th month of the year, October, symbolically marks the beginning of this important journey for many families."*

- Check out the amazing resources for families, healthcare providers, social media and more on the Breastfeeding Canada Website. Click image below to review available resources



**Prioritise Breastfeeding**  
Create sustainable support systems  
WABA | WORLD BREASTFEEDING WEEK 2025

## 2025 National Breastfeeding Week Tools

Expand or collapse the categories below by clicking the + or – sign beside each.  
More resources and links are being added all the time, so check back frequently to see what's new!  
[Provide feedback about this 2025's tools & resources](#)

- + Resources for families
- + Resources for health & caring professionals
- + Resources for the public & community
- + Social Media CampaignTips
- + Previous NBW resources
- + Events During NBW 2025

**Wednesday  
1<sup>st</sup> October**  
Theme:  
Creating the Village  
of Support

**NATIONAL  
BREASTFEEDING  
WEEK  
IN CANADA**

1<sup>ST</sup> OCT 2025  
12 PM to 1:30 PM EDT  
VIRTUAL / ONLINE

REGISTER HERE OR AT  
[BREASTFEEDINGCANADA.CA/EVENTS](https://breastfeedingcanada.ca/events)



**Dr. Shela Hirani,**  
PhD, MScN, BScN, RN, IBCLC

**Rebecca Carson,**  
RM B.Arts., B.H.Sc

**Wednesday  
1<sup>st</sup> October  
Guest Speaker**

**Breastfeeding in a New Land:  
Challenges and Interventions  
for Newcomer Families in  
Canada**

- Discuss challenges encountered by the newcomer mothers in sustaining their breastfeeding practices in the new land.
- Share need-based supportive interventions to promote, protect and support breastfeeding practices of newcomer mothers in the Canadian context.

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**Rebecca Carson,**  
RM B.Arts., B.H.Sc

**Working Towards  
Decolonizing  
Breast/Chestfeeding  
Support and Education**

- Family centred breast/chestfeeding goal creation and plan making.
- Breast/Chestfeeding parent as expert in feeding dyad.

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**Friday  
3<sup>rd</sup> October**  
Theme:  
Creating the systems  
that support breastfeeding

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WEEK  
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3<sup>RD</sup> OCT 2025  
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**Lauren Columbus,**  
RM, MSc - TIME Program

**Natalie Gohl,**  
La Leche League Canada

**Friday  
3<sup>rd</sup> October  
Guest Speaker**

**Implementing a Collaborative  
Midwifery-Maternal-Fetal  
Medicine Care Model for Improved  
Postpartum Care:  
The TIME Program**

- Explore the unique needs of high-risk parent-infant dyads and the effects on infant feeding
- Demonstrate the clinical impact of collaborative midwifery postpartum care for this population

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**Natalie Gohl**  
LLC, Guelph Leader, LLC Treasurer, LLC Board of Directors, LLC LAD Liaison

**Milk Circles: How Peer Support  
Connects Families, Healthcare,  
and a Healthier Planet**

- To highlight how peer lactation support complements and extends professional healthcare, ensuring families receive continuous, compassionate and culturally responsive care.
- To illustrate how integrating peer support into the healthcare system can reduce strain on medical and environmental resources and empower families.

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**REGISTER NOW**

**Tuesday  
7<sup>th</sup> October**  
Theme:  
Supporting families  
through environmental  
impacts

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IN CANADA**

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**Emma Seager,**  
MSc, RM, Project Director at BCC

**Danika Paquette Rochette,**  
PhD student in Population Health,  
University of Ottawa

**Heather Gates,**  
BScN, CCHNCL, IBCLC

**Tuesday  
7<sup>th</sup> October  
Guest Speaker**

**Introduction to breastfeeding  
and the environment**

- To provide an overview of the increasing frequency and intensity of wildfires in Canada and their broader public health implications.
- To examine the impact of wildfire events on perinatal health, including physical, mental and breastfeeding-related outcomes for pregnant individuals.

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**Danika Paquette Rochette,**  
PhD student in Population Health,  
University of Ottawa

**Integrating wildfire risk into  
prenatal health promotion**

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