

## INFANT FEEDING POLICY



Information for  
Health PEI Staff, Physicians  
and Volunteers



*Promoting, Supporting, and Protecting  
BREASTFEEDING*

## Is the Infant Feeding Policy Only for Breastfeeding?

**NO**, this policy supports all women and their babies whether they breastfeed or not.

All families:

- Should experience the benefits of skin to skin care.
- Will benefit from effective teaching and awareness of their unique baby.
- Will be given information to help them make an informed decision about how to safely feed their baby.
- Who choose to feed their babies a breastmilk substitute will be provided accurate and timely information on the provision of formula including safe preparation and storage.



## How to Comply With the Infant Feeding Policy

- ✓ Review the "WHO 10 Steps to Successful Breastfeeding"
- ✓ 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 formula products are stored out of sight.
- ✓ Ensure no posters or other materials provided by manufacturers or distributors of breastmilk substitutes are displayed.
- ✓ Ensure no distribution of samples of breastmilk substitutes, bottles or marketing materials.
- ✓ Ensure no acceptance of gifts, literature, or money for education from breastmilk substitute manufacturers or distributors.

## Did You Know...

Health PEI approved an Infant Feeding policy for implementation September 1, 2016 using the Baby Friendly Initiative (BFI) as its framework.

The BFI initiative is a global effort to improve health services to make informed infant feeding choices and support breastfeeding.

A strong policy that promotes and protects breastfeeding is key in supporting families in the hospital and community.

Breastfeeding is important for the health of the baby and mother, but also has benefits for our community.

All Health PEI services are expected to comply with the policy.

This policy aims to create a culture conducive to breastfeeding and respects a woman's right to breastfeed in a public area without discrimination or harassment.

The full policy can be found at:  
[www.healthpei.ca/src/policiesandlegislation](http://www.healthpei.ca/src/policiesandlegislation)



## Benefits of Becoming Baby Friendly

Health 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 breastmilk substitutes and reduced cost to families and facilities.
- Increased patient satisfaction
- Breastfed babies require fewer doctors' visits and hospitalizations resulting in lower health care costs.
- Breastfeeding is environmentally friendly and sustainable.

[www.breastfeedingcanada.ca](http://www.breastfeedingcanada.ca)

## How to Become Baby Friendly

Be informed.

Provide a welcoming environment for mothers to breastfeed their babies.

Display a sign or symbol that tells everyone that breastfeeding is welcome.

Ensure all employees know about Health PEI's Infant Feeding policy.

Ensure all employees meet the minimal educational requirements in breastfeeding support, as appropriate to their role.

Comply with the World Health Organization (WHO) International Code of Marketing Breastmilk substitutes.

[www.unicef.org/nutrition/files/nutrition\\_code\\_english.pdf](http://www.unicef.org/nutrition/files/nutrition_code_english.pdf)

