

PO Box 2000, Charlottetown
Prince Edward Island
Canada C1A 7N8

C.P. 2000, Charlottetown
Île-du-Prince-Édouard
Canada C1A 7N8

August 2, 2016

Dear Health Care Provider,

As the CAO of Family and Community Medicine and Hospital Services West and Executive Sponsor of the Baby Friendly Initiative, it is my pleasure to present the new Health PEI Infant Feeding Policy.

In December of 2014, a Health PEI steering committee was formed to begin a process to work towards the Baby Friendly Initiative (BFI) designation. Part of this work was also to build upon a policy statement issued previously by the Department of Health and Wellness to make breastfeeding a public health priority. The Baby Friendly Steering Committee is chaired by Kathy Jones, Director of Public Health and Children's Developmental Services, and has representation from acute care, community services and the PEI Breastfeeding Coalition. The committee has consulted with several key stakeholders in the development of the Infant Feeding Policy. This consultation included family physicians, pediatricians, obstetricians, lactation consultants, perinatal committees, provincial medical and nursing advisory committees to name a few. The policy will be implemented in September 2016.

Health PEI is committed to promoting, protecting and supporting breastfeeding across all programs. The Baby Friendly Steering Committee has developed a work plan that will move PEI towards BFI status by the year 2020.

Health PEI is committed to this journey. To inform you and your team we have enclosed:

- a copy of the Infant Feeding Policy with the full policy and appendices available at www.healthpei.ca/src/policiesandlegislation
- ***Breast Feeding Committee for Canada's 10 Steps to Successful Breastfeeding and the Interpretation for Canadian Practice***
- a brochure ***Information for Health Care Providers***, and
- a poster for your workplace

We ask that you please take time, review the documents and inform your staff of the policy and its implications for their practice. Please contact Kathy Jones at 902-894-0247 for more information or if you are interested in having a formal presentation.

Sincerely,



Arlene Gallant-Bernard
Chief Administrative Officer
Family and Community Medicine and Hospitals Services West