

Our Baby-Friendly Pledge to Families



We are putting steps into place to ensure that all families feel safe and confident feeding their babies.

We recognize that many factors influence infant feeding decisions. We want all families to:

- Have the information they need to make feeding decisions
- Feel that their decisions are respected
- Receive support to reach their infant feeding goals

We welcome breastfeeding* any time, anywhere.

Contact us at NHBreastfeeding@northernhealth.ca



Step 1
BABY-FRIENDLY POLICY
We protect, promote, and support breastfeeding as the optimal way to feed babies. We also respect the feeding decisions of all families.



Step 2
STAFF EDUCATION
Our staff is gaining knowledge and skills to support breastfeeding and other infant feeding methods.



Step 3
MAKE A PLAN
During pregnancy, we can offer families information to help with decision making and planning for infant feeding.



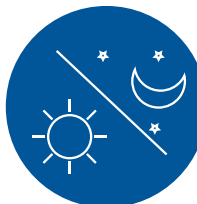
Step 4
SKIN-TO-SKIN
Regardless of feeding method, we support families to hold their babies skin-to-skin, immediately after birth and ongoing. This is important for all babies.



Step 5
LEARN TO BREASTFEED
We help families learn how to breastfeed, and to feel confident feeding their babies, even during times when they are apart.



Step 6
BREAST MILK FOR BREASTFED BABIES
When the goal is to breastfeed, we will help to give only breast milk, unless there are medical reasons for using formula. We will help families who use formula to do so safely.



Step 7
BEING TOGETHER SUPPORTS FEEDING
We will support parents to stay together with their babies, unless there is a medical reason for separation.



Step 8
RESPONSIVE, CUE-BASED FEEDING
We support families to feed their babies as often and for as long as they need, based on signs of hunger and fullness.



Step 9
BOTTLES OR SOOTHERS
We can support decision making about bottles and soothers, and caring for breastfed babies without these devices.



Step 10
COMMUNITY SUPPORT
We can provide families with information about community supports that can help with infant feeding once they return home.

In this document, we use the term breastfeeding. Some may prefer to use the word nursing, chestfeeding, or human milk feeding.