

# About the Baby-Friendly Initiative and Infant Feeding Policy

## Baby-Friendly Initiative

- The Baby-Friendly Initiative (BFI) is an international program created to support parents, babies, and families by:
  - › supporting families to make an informed decision about how they feed their baby.
  - › promoting practices that give parents and babies a healthy start (like skin to skin right after birth for 1 to 2 hours, breastfeeding within the first hour after birth, rooming in [staying in the same room as your baby]).
  - › protecting families from marketing pressures.
- Hospitals and public health units that meet the BFI program's standards may be designated as Baby-Friendly. Staff at a Baby-Friendly facility will help you to:
  - › make an informed decision about how to feed your baby.
  - › be prepared with accurate information about infant feeding.
  - › feel supported as you learn to feed and take care of your baby.
- **All hospitals and public health units in Nova Scotia Health are working towards becoming designated as Baby-Friendly.** The IWK became designated in 2019.

What are your questions?  
Please ask. We are here to help you.

## Infant feeding policy

- Nova Scotia Health and IWK Health follow an Infant Feeding Policy. This policy is based on BFI best practices to make sure that families receive quality care at all times. **All members of your health care team are here to support you as you and your baby learn your new feeding routine.**
- Together we can make sure that all families feel informed, respected, and supported to safely feed their baby.

For more information, visit:

› <https://breastfeedingcanada.ca/en/baby-friendly-initiative/>



This pamphlet is for educational purposes only. It is not intended to replace the advice or professional judgment of a health care provider. The information may not apply to all situations. If you have any questions, please ask your health care provider.

Find this pamphlet and all our patient resources here:  
<https://library.nshealth.ca/Patients-Guides>

Connect with a registered nurse in Nova Scotia any time:  
Call 811 or visit: <https://811.novascotia.ca>

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