

# MANITOBA BABY FRIENDLY PLEDGE

We pledge to support breastfeeding families and follow the baby friendly steps. The baby friendly steps are guided by the World Health Organization and Breastfeeding Committee for Canada to support the infant feeding choices of all families.

- We have a commitment to protect, promote and support breastfeeding.
- We educate staff to protect, promote and support breastfeeding.
- We offer all mothers clear evidence so they can make a fully informed choice as to how they feed and care for their babies.
- We help each mother and baby get breastfeeding off to a good start by placing the baby skin-to-skin with their mother immediately after birth.
- We offer mother and baby help while learning this new skill, and provide support on maintaining milk supply if baby and mother are separated from each other.
- We support mothers to feed their babies only breast milk for the first six months, introduce solid foods at that time, and continue breastfeeding for two years and beyond.
- We welcome mothers to breastfeed anytime, anywhere.
- We encourage mothers to breastfeed their baby for as long and as often as the baby needs.
- We discourage use of soothers and bottles with nipples for healthy babies as they may cause problems with breastfeeding and with mother's milk supply.
- We provide individual instruction and support to families who have made a fully informed choice not to breastfeed.
- We work with our community to support breastfeeding in Manitoba.
- We will be in compliance with the International Code of Marketing of Breastfeeding Substitutes, which prohibits promotion, distribution and gifts of breast-milk substitutes, bottles, teats, and pacifiers or dummies or of marketing materials for these products to pregnant women, new mothers and their families.



Michelle with daughter Marista  
Photo courtesy of Winnipeg Regional Health Authority

