

Make Breastfeeding Your Business: An Action Support Kit



Acknowledgement

This toolkit was created by Sarah Frittenburg, 4th year Dalhousie Nursing student, in collaboration with the Lunenburg & Queens Baby - Friendly Initiative™ Committee.

This binder may be copied, adapted, and distributed without further permission provided that there is an acknowledgement to Sarah Frittenburg and the Lunenburg & Queens Baby - Friendly Initiative™ Committee.

The intent of *Make Breastfeeding Your Business: An Action Support Kit* is that it is used in the spirit of the Baby - Friendly Initiative™, in building community supports for breastfeeding families.

***Lunenburg and Queens Baby- Friendly Initiative Committee
(February 2009)***

Welcome!

On February 18, 2000 the Nova Scotia Human Rights Act defined that breastfeeding is a human right and women cannot be discriminated against based on sex or family status.

The Baby-Friendly Initiative™ (BFI) is an international initiative that helps organizations adopt practices that protect, promote and support breastfeeding. It has been created by the World Health Organization and UNICEF to support breastfeeding and its many benefits for the baby, the mother, families and the community. This initiative is also supported by the federal and provincial governments.

Throughout Nova Scotia, committees exist that provide leadership for the protection, promotion, and support of breastfeeding in local communities. The goal is for our Nova Scotia communities to become baby friendly, with breastfeeding becoming the cultural norm for infant feeding. Although it is recognized that breastfeeding is not an option for all women, by developing supportive spaces within our communities, barriers are removed that may influence women's decision to begin and/or continue breastfeeding their babies.

This kit has been created to help local businesses build their knowledge about breastfeeding and provide tools to better support breastfeeding women whether they are employees or clients. Feel free to publicly display the provided poster to demonstrate your breastfeeding support.

Congratulations on being a progressive leader in the recognition of the importance of supporting breastfeeding women in our community!



Welcome!
We are a Breastfeeding
Friendly Place



We will do our best to support you



Section 1:

Creating a Breastfeeding Friendly Place for Your Employee



Breastfeeding and Employment: An Introduction

In Canada, women may have the opportunity for a paid, one-year maternity leave from their employment. However, many women return to work earlier for various reasons such as ineligibility for maternity benefits, sharing of parental leave with their partner, and not being able to afford the loss in income.

It is recommended by Health Canada that babies be exclusively breastfed for the first six months of their lives. Breastfeeding is encouraged to continue after solid foods are introduced up to and beyond 2 years of age. For many women, returning to work can be seen as a barrier to beginning and/or continuing to breastfeed her child.

The rights of breastfeeding women are protected under the *Federal Labour Standards Maternity-Related Reassignments and Leave, Maternity Leave and Parental Leave (Pamphlet 5)*. In addition, the rights of breastfeeding women are protected in the Nova Scotia Human Rights Act. Refer to the *Resource* section of this kit for more detailed information.

Prior to returning to work, an individualized plan can be made which will depend on the woman, the baby, childcare and the job. Some women, if possible, will have their babies brought to them for feedings during scheduled work breaks. For others, it will be more convenient to pump their breastmilk so that it can be given to their babies with a bottle or a cup at a later time. This plan will be unique to the situation and it should not be expected that every breastfeeding employee would do the same thing.

As an employer, there are some simple steps that you can take to ease the transition for an employee who is breastfeeding when returning to work so that the mother, the baby, and you, the employer, can all enjoy the benefits that breastfeeding offers.

The Benefits of Breastfeeding

Breastfeeding has many benefits for the baby, the mother, the employer, and the community.

The Baby

Breastfeeding can lower chances the child will have:

- asthma
- respiratory infections
- ear infections
- obesity
- diabetes

Breastfeeding also helps with mother-child bonding because it gives the baby time for close contact with the mother.

The Mother

Breastfeeding is also good for the mother. It lowers a woman's risk of:

- breast cancer
- ovarian cancer
- osteoporosis
- heart disease

Bonding with the baby is also good for the mother.

Commercially sold baby formulas are expensive. Breastmilk is free and takes no time to prepare. As a result a mother will save money and have more time to spend with her family.

The Employer

The baby who receives breastmilk is healthier. This results in fewer missed days from work to tend to a sick child and money saved by the employer.

Also, as a result of creating a welcoming environment for your breastfeeding employee, the employee tends to be more satisfied with the balance of her life resulting in increased job satisfaction and greater productivity.

By allowing a woman to return to work and continue to provide her child with breastmilk, she is more likely to return to work once her maternity leave is finished. This also results in money saved for your business because recruitment and retraining a new employee, is not necessary.

The Benefits of Breastfeeding (continued)

Implementing a breastfeeding policy at your workplace can be promoted as a health benefit. This will enhance your business image as progressive and family friendly. Refer to the next section for a sample policy that can be implemented.

The Community

Support breastfeeding at your workplace. Show the community that breastfeeding and providing a child with breastmilk is important.

Breastfeeding is environmentally friendly. There is no waste that results from milk preparation.

Support is a key factor that can influence a mother to decide to breastfeed.

As a business that supports breastfeeding, you are a vital part of creating a community that supports breastfeeding.

Make it a part of our culture. Healthier people, healthier relationships, and a healthier community will be the result.

A more detailed list of breastfeeding benefits, called “Breastfeeding 101”, can be found in the *Resource* section of this kit.

Management Tips for Creating a Breastfeeding Friendly Place

Managers and supervisors can help a woman be more comfortable breastfeeding in her community. The following tips can help create a breastfeeding friendly place:

- ❖ Help create policies and procedures specific to your business that will help your employees support a co-worker who is breastfeeding. Encourage staff to express any concerns about breastfeeding.
- ❖ Make use of the materials provided in this kit. After your employees have learned how to support breastfeeding, display the poster and/or a sticker to show the public that breastfeeding is welcome in your workplace.
- ❖ Make your workplace baby friendly by having a place for a parent to change diapers.
- ❖ If there is room, provide a breastfeeding area for a woman who chooses to breastfeed in private. A small, clean space (separate from the bathroom) with a chair is all that is really required.
- ❖ Hang *Staff Tips for Creating a Breastfeeding Friendly Place* in central place where staff can find it and use it when needed.
- ❖ Use your efforts to your advantage. Advertise your business as breastfeeding friendly. Research shows that families go to public places that are welcoming and supportive to families and mothers who are breastfeeding.
- ❖ In October, participate in local activities for World Breastfeeding Week. Check with your local breastfeeding support groups regarding local events.

Creating a Breastfeeding Friendly Workplace

The keys in creating a breastfeeding friendly workplace include space, time, and support.

Space

The space required is very little. Often a small, clean area with a comfortable chair is sufficient. If the employee is pumping her breastmilk, this room should also be equipped with an electrical outlet. It is at the discretion of the place of employment whether a breast pump will be provided or if it is the responsibility of the employee to provide the pump. Electric breast pumps, which are the most efficient, can be bought or rented. Refer to the *Resource* section of this kit for a list of local providers of breast pumps.

A properly functioning refrigerator should be accessible to store the breastmilk in until the employee finishes her shift. If this is not possible, she can use a cooler and ice packs.

Time

In most cases, breastfeeding or pumping times can be incorporated into regular breaks throughout the workday. However, the time required can vary according to the mother and baby.

Support

Sit down and talk with an employee prior to them returning to work. This will allow for an opportunity for the development of a plan that is workable for everyone involved and can result in a win-win situation.

Support and understanding is key in successfully creating a breastfeeding friendly workplace for your employee. Information should be provided to other employees so that they can effectively support their co-worker.

Post the *Providing Support to Your Breastfeeding Co-Worker* poster found in the *Resource* Section of this kit, for ways that staff can support a breastfeeding co-worker.

Workplace Breastfeeding Policies and Procedures: An Example

Creating and implementing a breastfeeding policy is an effective way to ensure that *all* staff are aware of the support that they will receive and provide. Policies will be specific to each workplace.

The following is a policy offered by the Peterborough County-City Health Unit in Ontario, which can serve as an example for your own breastfeeding policy:

(Insert workplace) recognizes that breast milk is the optimal food for healthy growth and development of infants. *(Insert workplace)* promotes and supports breastfeeding and the expression of breast milk by employees who are breastfeeding when they return to work.

Management staff of *(insert workplace)* shall work with breastfeeding employees to determine mutually agreeable hours of work, assignments and breaks, which support breastfeeding practices, and are compatible with the collective agreement and other policies.

In order for the success of a breastfeeding policy, active implementation is necessary. The Peterborough County-City Health Unit has also developed the following procedures to ensure that the policy is followed:

1. Supervisors will advise staff of the breastfeeding policy and the supports available if they wish to breastfeed following return from Pregnancy/Parental Leave.
2. Supervisors will meet with employees returning from Pregnancy/Parental Leave, to establish a schedule and assignment that facilitates breastfeeding. The employee is responsible to make up time missed from work.
3. The Multi-Purpose Room can be booked (for 30 minute periods) for women who wish privacy in order to breastfeed or express breast milk.
4. Employees are encouraged to address individuals with concerns about breastfeeding in public by providing information about the benefits of breastfeeding and the importance of supportive environments.

Again, these are examples, which can be used to develop such policy and procedures within your own business, as they will be specific to each workplace.

Providing Support to Your Breastfeeding Co-Worker

It is recommended by Health Canada that babies be exclusively breastfed for the first six months of their lives. Breastfeeding is encouraged to continue after solid foods are introduced up to and beyond 2 years of age.

When a co-worker returns to work after having a baby, she may choose to continue to breastfeed her baby. This will require her to either breastfeed her baby or express her breastmilk throughout the day. Most often, these times can be incorporated into regular breaks in the normal workday.

As an employee who is breastfeeding, a co-worker will be provided with a private room to either breastfeed or pump. If pumping, she may need to store her pumped milk in a fridge.

Returning to work after having a child can be very difficult for a mother. Providing her with the opportunity to continue breastfeeding can make her more at ease with her decision to leave her child each day. Your employer has offered her this opportunity as a health benefit to both her and her baby. Equally important in her success is the support that is provided by you, her co-worker.

Some ways that you can show your support to a co-worker incorporating breastfeeding into her workday include:

- ❖ Show interest in her baby. Ask her questions or to see a picture of her baby. Even though there is no mention of breastfeeding in the conversation, you are acknowledging that her child is important.
- ❖ Don't be afraid to ask questions.
- ❖ Acknowledge and applaud her decision to continue providing breastmilk to her baby, after she has gone back to work.
- ❖ Recognize the positive impact her decision will make on the community.

Combining Breastfeeding and Work: The Preparation

Before having her baby, an employee should be made aware of the support that she will have to breastfeed her child when she returns to work. This could greatly influence her decision to breastfeed and/or return to work. The provided document *Making Breastfeeding Work...At Work!* can be made available to a woman prior to leaving work to have her baby. This gives suggestions to make the transition from home to work easier for the mother and her employer.

Closer to the date that the employee will be returning to work, a plan can be made to incorporate breastfeeding into her workday. As discussed earlier, this plan will be specific to the mother, the baby, and the job. This plan may also change as a result of factors such as increased need of the baby. For example, a baby experiences predictable growth spurts when breastmilk needs will be greater. When this occurs, more frequent breastfeeding or pumping will be necessary for two or three days.

As the employer, it is important for you to provide an open line of communication. It may be difficult for your employee to ask you for what she needs, and it may be difficult for you to know what she needs. Effective communication is required for the transition of combining breastfeeding and employment to be successful. This can be achieved by:

- ❖ Ask your employee what she needs to make this transition easier. Ensure her of your support.
- ❖ Make the business' support of breastfeeding common knowledge among all employees. Post the *Providing Support to Your Breastfeeding Co-worker* poster, provided in this kit. A woman may feel co-workers will resent her as, allowing women to breastfeed or pump breastmilk during business hours may be perceived as special treatment by other employees who are not breastfeeding.
- ❖ Active implementation of policies and procedures can raise awareness to other employees and make the employee who is breastfeeding more comfortable.
- ❖ Show your support to non-breastfeeding employees and their families. Provide a bulletin board for employees to post pictures and/or accomplishments of their own family members or include them in your company newsletters.
- ❖ Consult the necessary resources for help. The "Community Breastfeeding Resources" list located in the *Resource* section of this kit provides many contacts that can be helpful.

Making Breastfeeding Work...At Work!

Before leaving on your maternity leave....

- ❖ Meet with your employer to discuss your plan to continue breastfeeding when you return to work. Begin to explore possible options.

Before returning to work...

- ❖ Meet with your employer to develop a plan to continue breastfeeding. Let him or her know what you will need and what they can do to help you.
- ❖ Discuss the possibility of starting back to work part way through the week so that your first week is short. Another possibility is returning part-time and gradually increasing to full-time. Working from home for a part of the day may be another possibility to ease back into work, while incorporating breastfeeding into the workday.
- ❖ You may want to get your baby used to drinking from a bottle or a cup so your baby can be fed pumped breastmilk, while you are at work.
- ❖ Learn about expressing and storing breastmilk. Find the method of expression that works best for you. For more information, call local community supports or refer to *Breastfeeding Basics*, a free Public Health resource.
- ❖ Begin storing your breastmilk about 2 weeks prior to returning to work to ensure that your baby has enough.
- ❖ Check your wardrobe. Two-piece work outfits are a more practical choice when breastfeeding or expressing at work. Patterned tops can hide leakage and/or the contour of a nursing pad. It may be useful to keep a sweater at work, just in case.
- ❖ Perform a “test run” workday. Arrange for the baby to be left with the caregiver for a typical workday. Breastfeed and/or pump as you would during a workday. As a result, any kinks can be worked out before actually returning to work.

When you are back to work...

- ❖ Stay organized. This can decrease the stress associated with returning to work and maximize your success with continuing to provide your baby breastmilk.
- ❖ Give yourself time in the morning to breastfeed at least once and breastfeed right after you return from work.
- ❖ At work, pump or breastfeed as often as you would if you were at home with your child. When at home, breastfeed as often as you can. This will help you maintain your milk supply.
- ❖ Don't sweat the small stuff. Decide what is important and accept help from family and friends.
- ❖ Eat and drink well and get enough rest.
- ❖ Talk to other women who have combined work and breastfeeding. Provide feedback to your employer about your progress.

Be proud of yourself and celebrate your accomplishments!

Creating a breastfeeding friendly place for your employee



Section 2:

Creating a Breastfeeding Friendly Place for the Client



Breastfeeding Friendly Spaces and Places

Health Canada recommends that babies be fed only breastmilk for the first six months of their lives. Breastfeeding is encouraged to continue after solid foods are introduced. This can be up to 2 years of age or longer.

Community members have identified that there is a need to support breastfeeding families who are using services in the community. Some mothers are concerned that if they breastfeed in public, it may make others feel uncomfortable. This may keep mothers from taking their babies out and may influence their decision to breastfeed.

This kit has been created to help local businesses build their knowledge about breastfeeding and provide tools to better support breastfeeding women. As a result, breastfeeding will become normal practice within our community.

The rights of breastfeeding women are protected under the *Federal Labour Standards Maternity-Related Reassignments and Leave, Maternity Leave and Parental Leave (Pamphlet 5)*. The *Nova Scotia Human Rights Act* recognizes breastfeeding as a human right. This means that women have the right to breastfeed their babies anytime, anyplace.

Feel free to post the “We are a baby friendly place” poster provided in this kit (page 4). Displaying a baby friendly sticker and/or poster tells people that your business is a breastfeeding friendly place. It also tells mothers that you and your staff respect the decision to breastfeed and will do your best to protect mothers’ rights.

The Benefits of Breastfeeding

Breastfeeding has many benefits for the baby, the mother, and the community.

The Baby

Breastfeeding can lower chances the child will have:

- asthma
- respiratory infections
- ear infections
- obesity
- diabetes

Breastfeeding also helps with mother-child bonding because it gives the baby time for close contact with the mother.

The Mother

Breastfeeding is also good for the mother. It lowers a woman's risk of:

- breast cancer
- ovarian cancer
- osteoporosis
- heart disease

Bonding with the baby is also good for the mother.

Commercially sold baby formulas are expensive. Breastmilk is free and takes no time to prepare. As a result the mother will save money and have more time to spend with her family.

The Community

Support breastfeeding at your workplace. Show the community that breastfeeding and providing a child with breastmilk is important.

Breastfeeding is environmentally friendly. There is no waste from milk preparation.

Support is a key factor that can influence a mother to decide to breastfeed.

As a business that supports breastfeeding, you are a vital part of creating a community that supports breastfeeding.

Make it a part of our culture.

Healthier people, healthier relationships, and a healthier community will be the result.

Management Tips for Creating Breastfeeding Friendly Place

Managers and supervisors can help a woman be more comfortable breastfeeding in her community. The following tips can help create a breastfeeding friendly place:

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- ❖ Make use of the materials provided in this kit. After your employees have learned how to support breastfeeding, display the poster and/or a sticker to show the public that breastfeeding is welcome in your workplace.
- ❖ Make your workplace baby-friendly by having a place for a parent to change diapers.
- ❖ If there is room, provide a breastfeeding area for a woman who chooses to breastfeed in private. A small, clean space (separate from the bathroom) with a chair is all that is really required.
- ❖ Hang *Staff Tips for Creating a Breastfeeding Friendly Place* in central place where staff can find it and use it when needed.
- ❖ Use your efforts to your advantage. Advertise your business as breastfeeding friendly. Research shows that families go to public places that are welcoming and supportive to families and breastfeeding mothers.
- ❖ In October, participate in local activities for World Breastfeeding Week. Check with your local breastfeeding support groups regarding local events.

Staff Tips for Creating a Breastfeeding Friendly Place

The following are some ways that you can make a mother who is breastfeeding feel more comfortable:

- ❖ Ask a woman with a baby where she would like to sit. Allow her to pick a spot where she will be comfortable breastfeeding, if she chooses.
- ❖ Talk to her in a comfortable manner. Ask about her baby.
- ❖ Making eye contact with a mother who is breastfeeding shows her that you are comfortable with it and that you support her.
- ❖ If a customer expresses a concern about a woman breastfeeding in public:
 - Explain that you are a family friendly establishment and it is your policy to support breastfeeding.
 - Explain that the *Nova Scotia Human Rights Act* and Breastfeeding Policy protect a woman's right to breastfeed in public. Use the copy of the Act from INFACT Canada, provided in this kit, to support yourself.
 - Offer to move the concerned customer to another seat instead of offering another seat to the breastfeeding mother. This supports the fact that breastfeeding her baby is a right.

Section 3:

Resources



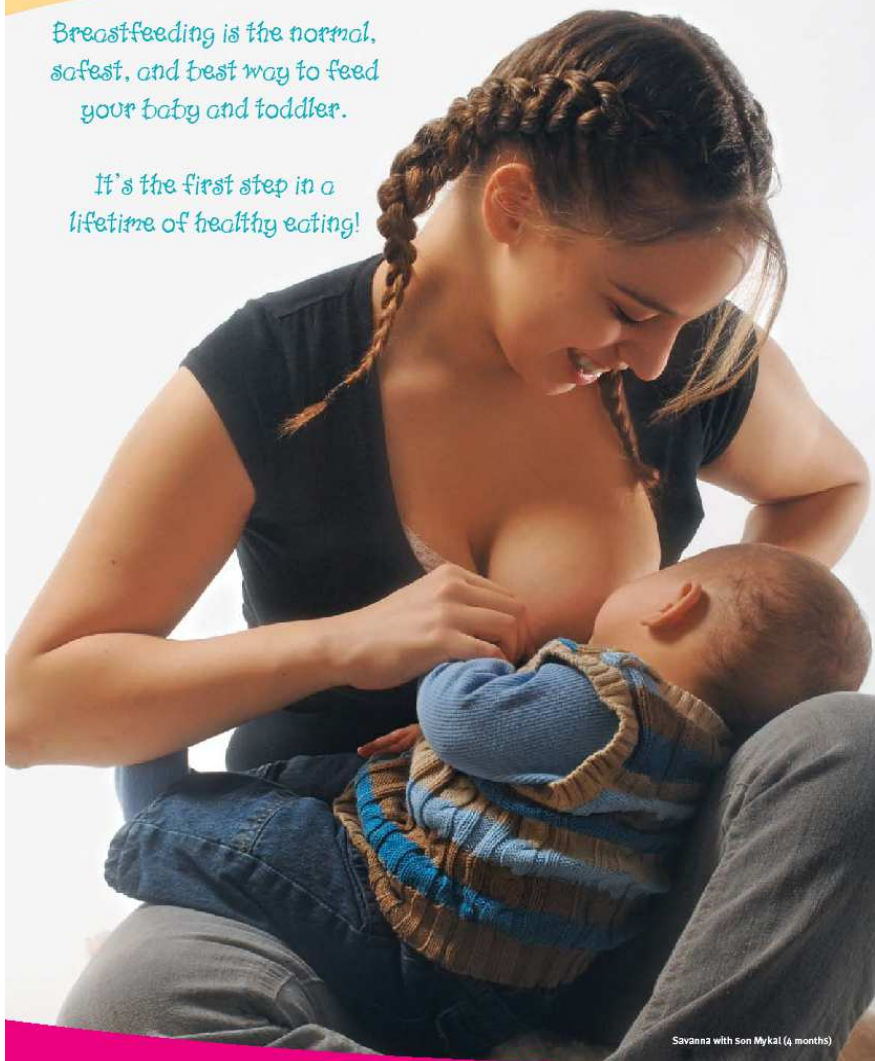
Nova Scotia promotes, protects, and supports breastfeeding!

It is our policy to promote, protect, and support breastfeeding,
and to respect the decision each mother makes about how to feed her baby.

**We pledge to help you and your baby breastfeed –
in hospital, at home, and in the community.**

*Breastfeeding is the normal,
safest, and best way to feed
your baby and toddler.*

*It's the first step in a
lifetime of healthy eating!*



Savanna with son Mykal (4 months)

In hospital...

- Everyone who takes care of you before, during, and after the birth of your baby is educated to support you while you begin breastfeeding.
- We will give you the information you need to make an informed decision about feeding your baby based on the latest research and experience.
- We will encourage skin-to-skin contact between you and your baby right after birth to help you get a good start breastfeeding.
- We will help you learn how to position and latch your baby to breastfeed successfully.
- We will not feed your baby anything other than your breastmilk unless it's medically needed.
- We will keep you and your baby together day and night unless a medical or safety reason prevents this.
- We will help you learn to understand hunger signs and feeding cues so you'll know when to feed your baby.
- We will not give your baby soothers or bottles with nipples because these can cause problems with breastfeeding.
- We will make sure you know about community breastfeeding support programs and have their phone numbers.

In the community...

- Our staff is educated to support you with breastfeeding your baby.
- While you're pregnant, we will give you the information you need to make an informed decision about feeding your baby based on the latest research and experience.
- We will support you to feed your baby only breastmilk for the first six months.
- We will help you to learn about the solid foods your baby needs from six months on while continuing to breastfeed.
- We will continue to support you and your baby to breastfeed for two years and beyond.
- We will offer a welcoming place for you to breastfeed your baby.
- We will work with your community to promote, protect and support breastfeeding.



Nova Scotia protects promotes and supports breastfeeding!

**It is our policy to promote, protect, and support breastfeeding
And to respect the decision each mother makes about how to feed her baby.**

**We pledge to help you and your baby breastfeed - in hospital, at home
and in the community.**

In hospital...

- Everyone who takes care of you before, during, and after the birth of your baby is educated to support you while you begin breastfeeding.
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- We will continue to support you and your baby to breastfeed for 2 years and beyond.
- We will offer a welcoming place for you to breastfeed your baby.
- We will work with your community to promote, protect and support breastfeeding.

**Breastfeeding is the normal, safest, and best way
to feed your baby and toddler.**

It's the first step in a lifetime of healthy eating!



POLICY STATEMENT

SUBJECT: Breastfeeding in Nova Scotia: Responsibilities of the Nova Scotia Department of Health and the Nova Scotia Department of Health Promotion and Protection

Approval Date: September 2005

Updated: June 2006

Approved by: Department of Health, Senior Leadership Team
Nova Scotia Health Promotion, Executive

Effective by: October 2005

I. POLICY STATEMENT

The Department of Health and the Department of Health Promotion and Protection hold a firm and unequivocal position in favor of breastfeeding and communicates its position both within government, the health system, to health system providers as well as the general population. Such an affirmation provides a fundamental point of reference for all provincial government and health system funded practitioners and staff.

II. DEFINITIONS

Baby Friendly Initiative: An international program established by the World Health Organization and UNICEF to promote, support and protect breastfeeding worldwide in hospital and in the community. Three evidence-based documents provide the foundation for the Baby Friendly Initiative: The Baby Friendly Hospital Initiative; The Seven Point Plan for the Protection, Promotion & Support of Breastfeeding in Community Health Services and; The International Code of Marketing of Breastmilk Substitutes.

International Code of Marketing of Breastmilk Substitutes: The International Code was adopted by a resolution of the World Health Assembly (of which Canada is a member state) in 1981. The Code bans all promotion of formula and sets out requirements for labeling and information on infant feeding. Any activity that undermines breastfeeding also violates the aim and spirit of the code.

Breastfeeding Committee for Canada: Established in 1991 as the national authority for the Baby Friendly Initiative in Canada, with a mandate to oversee and facilitate the implementation of the Baby Friendly Initiative.

Breastfeeding Initiation and Duration: Exclusive breastfeeding is recommended for the first six months of life for healthy term infants with continued breastfeeding for up to two years & beyond with the introduction of complementary foods at six months. (Health Canada 2004 – endorsed by Canadian Pediatric Society, Dietitians of Canada, College of Family Physicians of Canada)

III. POLICY OBJECTIVES

- Provide leadership for the protection, promotion and support of breastfeeding
- Improve the health status of mothers and babies by increasing breastfeeding initiation & duration in Nova Scotia
- Support the implementation of the Baby Friendly Initiative

IV. POLICY APPLICATION

The policy applies to Department of Health, Department of Health Promotion & Protection, District Health Authorities, the IWK Health Centre and all health system funded providers.

V. POLICY DIRECTIVES

5.1

The Department of Health and the Department of Health Promotion & Protection state its position on breastfeeding, consistent with “Healthy Babies, Healthy Families: Postpartum and Postnatal Guidelines” and the Public Health Services: Infant Feeding Position Statement. Make it known and applied at every level within the health system. To this end, the Department of Health and the Department of Health Promotion and Protection, will, in part, through the Provincial Breastfeeding and Baby-Friendly Initiative Committee:

- appoint a person to coordinate breastfeeding and the Baby-Friendly Initiative at the provincial level;
- integrate breastfeeding into all government programs relating to child health; ensure that information on breastfeeding and infant feeding is standardized and updated in provincial documents or services to which parents and professionals refer (i.e. A New Life, Breastfeeding Basics, Year One Food for Baby, After Year One Food for Children, etc.);
- include and maintain information on breastfeeding, including the position of the Department of Health and the Department of Health Promotion and Protection, to its website;
- ensure the development and use of standardized infant feeding assessment and care planning tools by providers throughout the health system.



5.2

Put in place the conditions (time, space and support) necessary to facilitate breastfeeding by employees of the Department of Health and the Department of Health Promotion and Protection and work to ensure the same across government.

5.3

Ensure that social policies (interdepartmental and cross-sectoral) that promote breastfeeding are maintained and improved.

5.4

Establish a breastfeeding social marketing strategy aimed at the general population.

5.5

Promote the implementation of the Baby-Friendly Initiative (BFI) through a provincial committee (Provincial Breastfeeding and BFI Committee). The following are included within the mandate of the committee:

- I. provide leadership for the protection, promotion and support of breastfeeding;
- II. support the implementation of the Baby-Friendly Initiative within Nova Scotia, in partnership with the Breastfeeding Committee of Canada (BCC), the National Authority for the Baby-Friendly Initiative (BFI);
- III. make known the Ten Steps to Successful Breastfeeding and the Seven Step Plan for the Protection, Promotion and Support of Breastfeeding in Community Health to health system funded organizations and agencies;
- IV. distribute to health system funded facility and organization administrators appropriate information concerning programs aimed at protecting, promoting and supporting breastfeeding (e.g. BFI);
- V. assume responsibility, in collaboration with the organizations concerned (e.g. WHO, UNICEF, the Breastfeeding Committee for Canada, etc.), for the certification of baby-friendly facilities and for recommendations made to the Department of Health and the Department of Health Promotion and Protection For the granting of the designation;
- VI. build commitment throughout the province for breastfeeding and to implement the BFI so that breastfeeding will be the cultural norm for infant feeding in Nova Scotia.

5.6

Encourage the application of the International Code of Marketing of Breastmilk Substitutes, which implies:

- I. Include in policy relating to ministerial publications, both written and audiovisual, the obligation to respect the Code, while emphasizing that breastfeeding is the normal method of infant feeding. Images representing bottlefeeding, baby bottles, nipples or commercial infant feeding formula (artificial milk) should not be used unless absolutely necessary;

- II. Ensure that policies relating to government publications are respected, and using influence on other Departments to ensure that the Code is respected.

5.7

With the Provincial Committee and the District Health Authorities/IWK Health Centre, support the implementation of tools e.g. infant feeding/nutrition assessment & care planning tool (under development) and activities, such as, individual breastfeeding support, community capacity building e.g. peer support groups, local coalitions/networks, by DHAs and other health system funded organizations and agencies.

5.8

With the Provincial Committee, encourage all professional bodies to ensure that universities, community and vocational colleges offer students who will be future health professionals, adequate theoretical and practical training in the area of breastfeeding.

5.9

Ensure the development and implementation of a provincial breastfeeding surveillance system using standardized definitions and timelines (initiation and duration) developed and approved by the Breastfeeding Committee for Canada. [Consistent with “Healthy Babies, Healthy Families” infant feeding and growth (i.e. height and weight) should be monitored at 3-7 days of age, ten to fourteen days of age and at one month.]

5.10 Regularly monitor progress towards achievement of the BFI in Hospitals and Community Health Services across the province.

VI. ACCOUNTABILITY

Department of Health, Department of Health Promotion & Protection, District Health Authorities, the IWK Health Centre and all health system funded providers are responsible for the implementation of the policy.

VII. MONITORING

Monitoring tool(s) and processes will be developed in collaboration with District Health Authorities and the IWK Health Centre.

VIII. REFERENCES

Healthy Babies, Healthy Families: Postpartum & Postnatal Guidelines (2002)
Healthy Eating Nova Scotia (2005)

IX. ENQUIRIES

Enquiries about this policy should be directed to:

Name: Michelle Amero (424-3749) or Kathy Inkpen (424-4391)
Nova Scotia Department of Health Promotion and Protection





INFAC Canada

Nova Scotia defines breastfeeding status as a human right

On February 18, 2000 the Nova Scotia's Human Rights Act clarified the law regarding discrimination based on sex and family status.

2.19 Under the Human Rights Act women are protected from discrimination and harassment because of sex, which includes pregnancy, and family status, which means being in a parent-child relationship. In Nova Scotia it is illegal to discriminate because a woman is or was pregnant, because she may become pregnant or because she has had a baby. This includes a woman's right to breast-feed her baby.

2.19.1 The Human Rights Act prohibits discrimination in the area of "the provision of or access to services and facilities". Women have the right to breast-feed a child in public areas, including restaurants, retail stores and shopping centres, theatres and so forth. Women shall not be prevented from nursing a child in a public area, nor asked to move to another area that is more "discreet".

2.19.2 The Human Rights Act prohibits discrimination in the area of employment against women who are breastfeeding. Employers have a duty to accommodate employees who are breastfeeding. This duty is limited only if the accommodation would create undue hardship. Accommodation could include allowing the employee to have the baby brought into the workplace by a caregiver for feeding, and arranging a quiet place to breast-feed. The onus is on the employer to show an undue hardship if a request for accommodation related to breastfeeding is refused.

2.19.3 The Nova Scotia Human Rights Commission will accept complaints of discrimination based on sex and/or family status related to breastfeeding, and will deal with them in accordance with the above policies.



Section 4:

References



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