

BABY-FRIENDLY INITIATIVE - SMDHU

- We provide families with information and support required to make fully informed decisions as to how to feed and care for their infants/children.
- We provide clear information free of commercial bias or marketing pressure from the infant/child feeding industry.
- We provide infant/child feeding support to all families.
- We protect, promote and support breastfeeding.

SMDHU Policies

- [Baby-Friendly Initiative Policy \(PP0107\)](#)
- [Breastfeeding Friendly Workplace Policy \(HS0115\)](#)

BABY-FRIENDLY INITIATIVE - YOUR ROLE

- Create a welcoming space for breastfeeding
- **If requested**, provide a private space for feeding
- **Post** the travel version of the BFI policy for the public
- Be aware of the Ontario Human Rights Code
- Comply with the International Code of Marketing of Breastmilk Substitutes
- Refer families to Health Connection for additional support and to Telehealth afterhours

WE WELCOME
Breastfeeding
ANYTIME, ANYWHERE

We...

- ✓ Support you to make informed decisions about feeding your child
- ✓ Provide information and support to help you feed your child
- ✓ Educate our staff to protect, promote and support breastfeeding
- ✓ Work with our community to support breastfeeding in Simcoe Muskoka
- ✓ Encourage exclusive breastfeeding to six months and continued breastfeeding for up to two years and beyond

If you wish, private space is available for you and your child.

simcoe muskoka
DISTRICT HEALTH UNIT

BABY-FRIENDLY INITIATIVE
This is your guide to the Baby Friendly Initiative Policy of the Simcoe Muskoka District Health Unit. Please ask a staff member if you wish to see the full policy.