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Region of Peel
Working for you

REPORT
Regional Council

DATE: September 1, 2010

REPORT TITLE: **WORLD BREASTFEEDING WEEK 2010**

FROM: Janette Smith, Commissioner of Health Services
David L. Mowat, MBChB, MPH, FRCPC, Medical Officer of Health

RECOMMENDATION

That the week of October 1 to October 7, 2010 be proclaimed World Breastfeeding Week in the Regional Municipality of Peel.

REPORT HIGHLIGHTS

- October 1 to October 7, 2010 is World Breastfeeding Week in Canada.
- World Breastfeeding Week is a global campaign to raise awareness and support for breastfeeding. This year's theme for World Breastfeeding Week is "Just ten steps! Breastfeeding the Baby-Friendly Way". This theme recognizes the vital role that health care organizations play in the establishment of breastfeeding.
- Peel Public Health's breastfeeding programs are based on research and support mothers through a variety of programs and services.

DISCUSSION

1. Background

October 1 to October 7, 2010 is designated as World Breastfeeding Week in Canada. Each year the World Alliance for Breastfeeding Action launches World Breastfeeding Week to protect, promote and support breastfeeding worldwide. The Alliance works closely with the United Nations Children's Fund (UNICEF). This year's theme, **"Just ten steps! Breastfeeding the Baby-Friendly Way"** strives to achieve the objective of increasing attention to the contribution of the Ten Steps to successful breastfeeding. The Ten Steps provide a supportive pathway for hospitals enabling women to achieve their breastfeeding intentions and guiding the training of healthcare workers in breastfeeding support. This can significantly increase the rates of exclusive breastfeeding.

Exclusive breastfeeding rates in the Region of Peel do not meet recommendations of the Canadian Pediatric Society or the Breastfeeding Committee for Canada, the national authority for the World Health Organization/UNICEF Baby Friendly Initiative. Both organizations recommend exclusive breastfeeding to six months of age. Exclusive breastfeeding initiation rates are dependant upon timely, evidence-informed practices to support women learning to breastfeed.

September 1, 2010
WORLD BREASTFEEDING WEEK 2010

Breastfeeding has been proven to have long-lasting health effects for women and children. In an effort to achieve and sustain optimal breastfeeding rates and optimal child health outcomes, Peel Public Health achieved the internationally recognized "Baby Friendly" designation in 2009. This initiative promotes evidence-informed practice, supports and empowers parents to make informed decisions about infant feeding. It is inclusive and supportive of all families regardless of their infant feeding decision. With an annual birth rate of 16,500 in 2009, Peel Public Health has the highest birth rate of any Community Health Service in Canada to achieve Baby-Friendly designation.

Peel Public Health works toward a seamless transition between hospital and the community by training our staff to provide consistent, evidence-informed breastfeeding information and through collaboration with community partners. Strengthening our collaboration with Regional hospitals to promote joint planning to support breastfeeding families is timely and in alignment with this year's World Breastfeeding Week theme.

Peel Public Health's efforts to promote breastfeeding in our community continues with the "Formula? No Thanks" campaign as well as other initiatives including a telephone peer-support program, one to one breastfeeding clinic appointments and the Breastfeeding Contact Centre. All services are accessible by calling 905-799-7700.

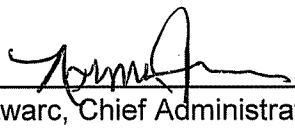
CONCLUSION

Breastfeeding is an essential part of child health promotion. By proclaiming World Breastfeeding Week in Peel, the community will recognize our commitment to maintaining our Baby-Friendly Designation and our continued efforts to collaborate with partners to promote exclusive breastfeeding in the Region of Peel.

Janette Smith
Commissioner of Health Services

David L. Mowat, MBChB, MPH, FRCPC
Medical Officer of Health

Approved for Submission:



for D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Angela Garrison at extension 7446 or via email at angela.garrison@peelregion.ca

c. Legislative Services

APPENDIX I

Proclamation

WORLD BREASTFEEDING WEEK

OCTOBER 1 to 7, 2010

WHEREAS, the week of October 1 to 7, 2010 is World Breastfeeding Week in Canada and breastfeeding is promoted by the United Nations Children's Fund (UNICEF), the World Health Organization (WHO), The World Alliance for Breastfeeding Action (WABA), Health Canada, Infant Feeding Action Coalition (INFACT Canada), and the Canadian Pediatric Society;

AND WHEREAS, the theme of "World Breastfeeding Week" is "Just ten steps! Breastfeeding the Baby Friendly Way";

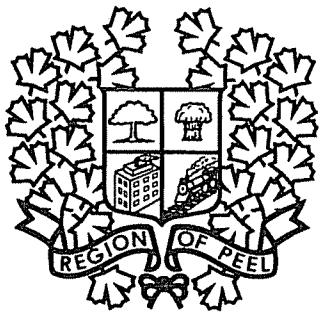
AND WHEREAS, the theme raises awareness about the World Health Organization's International Code of Marketing Breast-milk Substitutes which was endorsed by the 34th Assembly of the World Health Organization in response to the need to end declining breastfeeding rates internationally;

AND WHEREAS, Peel Public Health supports women to breastfeed their children;

AND WHEREAS, women need community support and information that enables them to breastfeed exclusively to six months and to prolong breastfeeding into their child's first years combined with the introduction of appropriate foods;

AND WHEREAS, breastfeeding is an essential component of child health promotion;

THEREFORE BE IT RESOLVED, that the week of October 1 to 7, 2010 be proclaimed "WORLD BREASTFEEDING WEEK" in the Regional Municipality of Peel.



Emil Kolb
Regional Chair