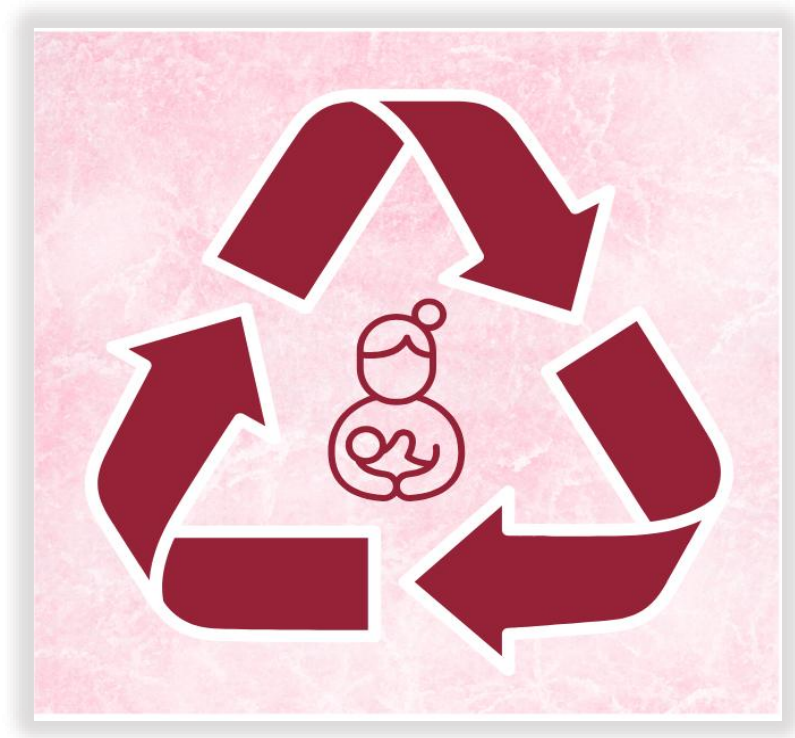




NATIONAL BREASTFEEDING WEEK 2025

***Prioritise Breastfeeding:
Create Sustainable Support Systems***





Baby-Friendly Initiative Ontario

This National Breastfeeding Week resource kit was created to enhance your National Breastfeeding Week celebrations.



**You are free to use any of the materials
as long as you acknowledge BFI Ontario as the source.**

Comments and Suggestions

If you have feedback about this resource kit or wish to make suggestions for future BFI Ontario National Breastfeeding Week resource kits, please send an email to mlasalle0868@rogers.com. Thank you.





National Breastfeeding Week 2025

Every year the World Alliance for Breastfeeding Action (WABA) coordinates the global World Breastfeeding Week (WBW) campaign as a strategy to protect, promote and support breastfeeding. Since 2016, WABA has aligned the WBW theme with the United Nation's Sustainable Development Goals (SDGs). The theme for this year's WBW campaign is ***Prioritise Breastfeeding: Create Sustainable Support Systems.***

In Canada we celebrate National Breastfeeding Week (NBW) from **October 1-7**. The first week of October is the 40th week of the calendar year and 40 weeks represents the typical length of a full-term pregnancy. The birth of a baby is a key moment – usually it marks the beginning of the breastfeeding journey – and often this important journey begins at 40 weeks.

BFI Ontario invites you to use the resources in this National Breastfeeding Week resource kit to raise awareness around breastfeeding. Last year we identified gaps in breastfeeding support. This year we are focusing on creating environments that make breastfeeding sustainable and supported in healthcare settings, workplaces, public places and communities throughout Ontario.

BFI Ontario's 25th Anniversary

In 1999 – 2000 the Breastfeeding Committee for Canada (BCC) held meetings throughout the provinces and territories with BCC members, key stakeholders and government representatives. The meetings laid the foundation for the national and provincial/territorial infrastructure for BFI implementation and designation and provided support for provincial and territorial breastfeeding/BFI committees that were forming.



In 2000, the Ontario Breastfeeding Committee (OBC) was formed in response to the realization that there was a need for provincial support for the promotion of evidence based, supportive breastfeeding practices in Ontario. Representation from both hospitals and community health services attended these foundational meetings and with the support of the BCC the organizational structure, vision, mission, and terms of reference were developed.

Over the next decade the Baby-Friendly Initiative became well known as evidence-based best practice and gained a lot of public and health care support in Ontario. The OBC actively participated in this process and in 2012, in response to a membership survey, our name was changed to BFI Ontario (BFION).

BFI Ontario's vision and mission are well aligned with WABA's call to "Prioritise Breastfeeding" and "Create Sustainable Support". Educating hospitals, birthing centres, and community health services about BFI and supporting them in the implementation of the [Ten Steps to Successful Breastfeeding in Canada](#) builds an environment of support for all childbearing and young families within our healthcare system. The BFI reduces conflicting advice by promoting standardized care based on current evidence and best practice. It also emphasizes equity by ensuring all families—regardless of background—receive the same high standard of care.

Raising consumer awareness about the importance of breastfeeding, informed decision-making when nonhuman milk is being considered, and evidence-based care through the BFI empowers families. When parents are equipped to make safe, confident, and informed infant feeding decisions and are aware of BFI practices, they can advocate for care reflective of current best practice. They can also encourage hospitals, birthing centres and community health services to become BFI designated and seek care from BFI designated facilities. When families are informed, receive evidence-based quality care, and are supported they thrive and communities grow stronger.

Sustained breastfeeding support is important at many levels. Beyond our healthcare system, workplaces that support breastfeeding and milk expression are important in sustaining breastfeeding. Additionally, a welcoming atmosphere for breastfeeding in public places and inclusion of comfortable spaces for breastfeeding and milk expression in the community provide further layers of support. The highest level of support, government support, can happen through legislation, regulations and funding.

Sustainable support isn't built overnight. Shifting systems, culture, and behaviours require more than an isolated effort or short-term fix. From its inception, BFI Ontario has worked tirelessly to protect, promote and support breastfeeding through implementation of the BFI, BFI designation, and continuous quality improvement to maintain the BFI standards. We have fostered a network of committed people working in synergy to raise awareness and advocate for evidence-based practice with families around infant feeding. As we head into the future, we will continue our efforts to create sustainable support for breastfeeding and informed infant feeding decisions.





Baby-Friendly Initiative Ontario

BFION VISION

Ontario has a Baby-Friendly culture.



BFION MISSION

To protect, promote and support breastfeeding in Ontario through the adoption, implementation and maintenance of the Baby-Friendly Initiative.



National Breastfeeding Week 2025 Celebration Ideas and Resources

Social Media

Social media is popular and provides an excellent way to raise awareness about breastfeeding and the importance of informed decision-making if non-human milk is being considered.

Suggested Hashtags for National Breastfeeding Week

#NationalBreastfeedingWeek	#BreastfeedingSupport
#NBW2025	#BFI
#ProtectBreastfeeding	#InformedFeedingDecision
#SustainBreastfeeding	#BFIOntario

Social Media Linking



BFI Ontario's social media platforms are [Facebook](#), [Instagram](#), and [LinkedIn](#)

Please follow us and like and share the BFI Ontario posts!

NBW 2025 Activities for Health Care Providers

Have a contest for staff.

Every person that completes an activity with no errors has their name placed in a box for a draw for a prize such as a gift certificate for a beverage and snack at a nearby coffee shop.

BFI Ontario has created some activities that staff might enjoy. The activities can be found in the appendices.

- ❖ Word Scramble
- ❖ Crossword Puzzle
- ❖ Word Search
- ❖ Search and Find
- ❖ Two Truths and a Lie

Post a “Question of the Day”.

- ❖ Each day during National Breastfeeding Week (October 1-7) post a question and invite staff to respond. The following morning post the correct response.
- ❖ At the end of the week share the number of people from each department that participated and provide a prize to the department with the most participants. You could also post the department that had the most correct responses. Prizes could be a batch of cookies or some muffins/mini-muffins with a theme-based decoration, coffee vouchers etc.
- ❖ **BFI Ontario has created some “Questions of the Day” and responses.** Please see the appendices.

Build a “Breastfeeding or BFI Champions” recognition wall

Invite staff to nominate a colleague, team, or community partner that has gone above and beyond to protect, promote and support breastfeeding. Is there someone who

- Educates others about the BFI and its importance?
- Advocates for breastfeeding-friendly spaces?
- Provides compassionate, informed care to families learning to breastfeed?
- Inspires others through quiet, consistent dedication?

Shine a light on these everyday heroes and celebrate the people who make a difference—one feed, one family, one policy at a time.



Boost engagement and build awareness with infographics



Share key messages with employers, potential partners, and government officials. Patient voices and public support are also powerful drivers of change. The Baby-Friendly Initiative is grounded in human rights, equity, and family-centered care. The voices of families can help shift both culture and leadership priorities.

- ❖ [Advancing Infant Health Infographic](#)
- ❖ [Making a Difference Infographic](#)

NBW 2025 Activities for Health Care Facilities

A. Community Outreach

There are many ways to promote awareness about the importance of sustained support for breastfeeding, informed decision-making when non-human milk is being considered, and the Baby-Friendly Initiative.

Adapt materials and campaigns for cultural relevance and language accessibility when reaching out to diverse communities.

A blended approach usually works best when factoring in digital literacy, access, and demographics.

Here are some ideas:

Newsletter or E-bulletin: Discuss the NBW 2025 theme and how your hospital, community health service, or organization protects breastfeeding and tries to ensure its sustainability over time. Spotlight programs such as the BFI, peer support networks, home visiting, emergency preparedness, workplace policy etc.



Town Hall/Community Forum (virtual or in-person): This strategy can be used to gather public input on topics such as the availability and accessibility of breastfeeding support in your community, public spaces for breastfeeding, workplace policies supportive of breastfeeding etc.

Surveys & Feedback Tools: Online or in-person surveys are a useful way to get public opinion on services, health priorities, or needed policy changes.



Pop-up Booth: A pop-up booth at a community event (e.g. Latch on), shopping centre, farmer's market, library, or health centre can help raise awareness, provide education and connect people with resources. Posters or banners can display key messages, staff or trained volunteers can talk with visitors, and interactive elements such as a game can attract people and engage them more deeply.

B. Community Engagement

Have parents share real-life stories of support they have received from family, friends, healthcare workers, peer support groups and their community to help them achieve their infant feeding goals. Create a safe space where people feel comfortable sharing their experiences. What supports helped them? What supports were missing? Your facility's social media platforms can also provide a place for people to share their experiences.



FYI: BFI Ontario is inviting families to share their stories. What help from healthcare providers supported their breastfeeding? What help did they wish for? Families can share their experiences on the **BFI Ontario website** in the [Family Forum](#).

Host an online discussion with lactation consultants, midwives, pediatricians, and breastfeeding advocates in your community about the role of sustainable support in protecting breastfeeding.



Host a Latch-On: Invite people who are breastfeeding to gather together and at a specific time latch their babies. If you obtain consent from the participants, take a photo and post on your facility's social media platforms.

You can register the "Latch On" with [Quintessence Foundation](#). La Leche League Canada is also hosting [The Great Canadian LLLatch-On](#).

Latch-on events are a fun way to promote breastfeeding and celebrate National Breastfeeding Week!

Lead a campaign that encourages public areas, workplaces, and businesses to provide comfortable spaces for breastfeeding and expressing human milk. The [international breastfeeding symbol](#) and [universal breastfeeding symbol](#) are visual signs that indicate to the public that breastfeeding is welcome.



International Breastfeeding Symbol



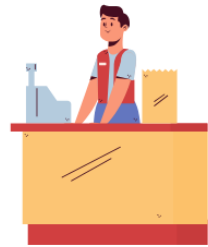
Universal Breastfeeding Symbol



Ensure Emergency Preparedness: Include breastfeeding support in your local disaster relief plans to protect infant nutrition during crises. Let the public know about this through your social media platforms.

Celebrate with those who come to your facility during October 1-7.

Place a display table at reception. Include a banner with the NBW 2025 theme. Provide some breastfeeding resources such as Health Canada’s [Ten Great Reasons to Breastfeed Your Baby](#) and [Ten Valuable Tips for Successful Breastfeeding](#), the [international](#) or [universal breastfeeding symbol](#) and what it means, and any local resources for assistance with breastfeeding.



BFI Ontario has created a resource: **Protecting & Sustaining Breastfeeding Family Worksheet**. Please see the appendices.



Create a “Pledge Wall” where people write or draw how they support breastfeeding.

Distribute affirmation cards to perinatal families receiving service from your facility during NBW. [BFI Ontario affirmation cards](#) for breastfeeding families and families that have made an informed decision to feed infant formula were created in 2024 and are available on the BFION website.



Appendices

- ❖ **NBW 2025 Word Scramble**
- ❖ **NBW 2025 Crossword**
- ❖ **NBW 2025 Word Search**
- ❖ **NBW 2025 Search and Find**
- ❖ **NBW 2025 Two Truths and a Lie**
- ❖ **NBW 2025 Question of the Day**
- ❖ **Protecting & Sustaining Breastfeeding Family Worksheet**

National Breastfeeding Week 2025 Word Scramble

Theme: Prioritise Breastfeeding: Create Sustainable Support

Unscramble each word and then unscramble the **red bold** letters to find a secret message.

1. SLEIF**A**IM
2. HLE**A**H**T**
3. VEL**S**CU**I**IN
4. NFR**E**IDMO
5. EP**T**ARNR
6. SNEWSEAA**R**
7. DFRET**B**ESAE
8. BN**L**CTOOA**I**AOR
9. RSPTPOU
10. IDVE**E**ECN

Secret Message:

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National Breastfeeding Week 2025 Word Scramble Answers

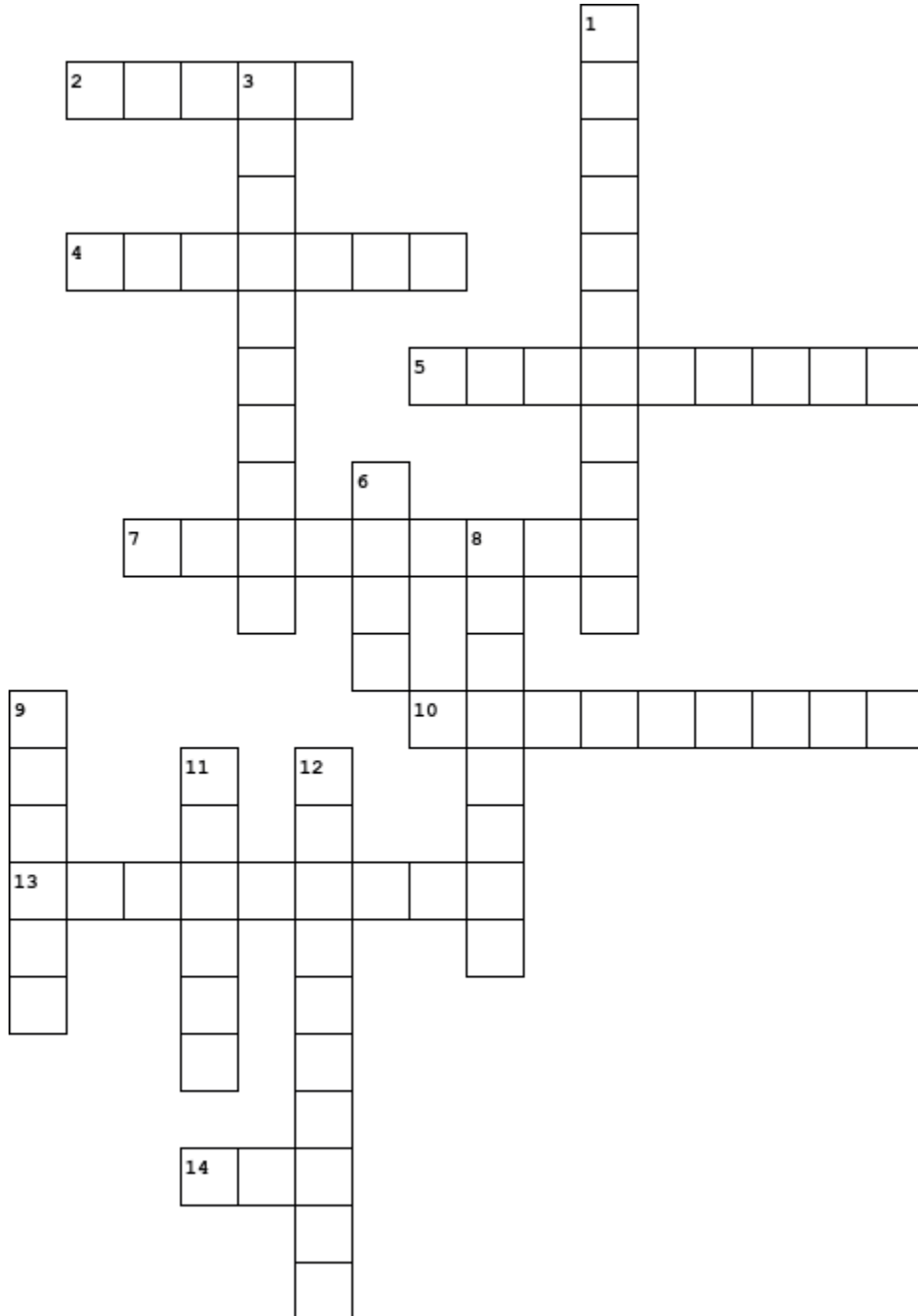
Answers

1. Families
2. Health
3. Inclusive
4. Informed
5. Partner
6. Awareness
7. Breastfeed
8. Collaboration
9. Support
10. Evidence

Secret message is "Celebrate".



National Breastfeeding Week 2025 Crossword



Across

2. Position of baby's mouth on the breast during breastfeeding
4. Encouragement and help from family, friends and healthcare providers
5. Feeding an infant only breast milk for the first six months, with no other liquids or solids
7. The process of producing milk
10. The first milk produced
13. An environment that embraces diversity and ensures all individuals and families have equal access and opportunity.
14. An evidence-based program that encourages hospitals and community health services to adopt policies and practices that promote breastfeeding and informed decision around the use of non-human milk

Down

1. Guidance aimed at addressing questions and challenges related to infant feeding
3. Knowledge, attitude and skills needed by health care workers helping families with infant feeding
6. Organization that coordinates the WBW theme
8. Knowledge of facts and evidence to make a thoughtful and educated decision
9. Ensuring everyone has access to resources, care, and opportunities regardless of social, economic, or demographic factors
11. A set of principles or rules established by an organization, government, or institution to guide decision-making and actions
12. Watching and feeding when baby shows hunger cues



National Breastfeeding Week 2025 Word Search

S P P F P I H S R E N T R A P P I G B F
 T U R S P N O I T A N G I S E D I J U
 A L P C A T P C O L L A B O R A T I O N
 P D I P O L I C Y A C O L L A N K M S D
 W K V B O E R I N N O V A T I O N K I I
 S T E P S R V T A B T E D U C A T I O N
 O L O S B N T K Z B G N I R C P G R Y G
 I N C L U S I O N L C L E Q U I T Y C F
 B R E A S T F E E D G A S M I N P C I D
 S R O T F I Z P W O P Q P L T C Z B F I
 O T M O N I T O R I N G E A L I B O K O
 Z A O R M C R C H L T A J C C W M B V L
 F H Z Y G E L S R C I O D P N I X M P I
 B J B C W I R U C Z A S L V L E T V O L
 T A I O E E L X Z I J C B K O K D Y O C
 B J P K D K F A M I L I E S X C V I Z L
 T M O A W A R E N E S S Y X J P A P V A
 E N E H C R G N I N E T S I L N B C H E
 O L A Y P R A C T I C E S B N A N I Y P
 N O L B Z C O L L T A P U V B Y M B U R

Advocacy
 Education
 Listening
 Empower
 BFI
 Baby
 Funding
 Inclusion
 Innovation

Designation
 Evidence
 Families
 Practices
 Collaboration
 Policy
 Awareness
 Commitment

Steps
 Breastfeed
 Equity
 Support
 Leadership
 Partnership
 Capacity
 Monitoring

National Breastfeeding Week 2025 Word Search Answers

S				P	I	H	S	R	E	N	T	R	A	P					F	
	U					N	O	I	T	A	N	G	I	S	E	D			U	
		P				C	O	L	L	A	B	O	R	A	T	I	O	N		
			P	O	L	I	C	Y										D		
			O			I	N	N	O	V	A	T	I	O	N			I		
S	T	E	P	S	R					T	E	D	U	C	A	T	I	O	N	G
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		M	O	N	I	T	O	R	I	N	G	E	A		I					
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	A		O		E								O		D	Y			C	
B		P		D		F	A	M	I	L	I	E	S		C		I			
	M		A	W	A	R	E	N	E	S	S				A		V			
E		E				G	N	I	N	E	T	S	I	L			C		E	
	L			P	R	A	C	T	I	C	E	S						Y		

National Breastfeeding Week 2025 Two Truths and a Lie Quiz

Each question has two true statements and one false statement. Can you find the statement that isn't true?

Number		Incorrect Statement
1	<ul style="list-style-type: none"> a. Parents who breastfed their first baby are unlikely to need breastfeeding assistance with their subsequent children. b. Providing parents with factual information about infant formula facilitates informed decision-making. c. When hospitals and community health services work together there is a greater chance of creating a supportive environment for breastfeeding. 	
2	<ul style="list-style-type: none"> a. The Baby-Friendly Initiative is evidence based. b. <i>The Ten Steps to Successful Breastfeeding in Canada</i> include both critical management procedures and key clinical practices. c. Once a hospital or community health service achieves BFI designation, they no longer have to monitor breastfeeding surveillance rates or their implementation of BFI practices. 	
3	<ul style="list-style-type: none"> a. One of the global breastfeeding targets is that by 2030, 70% of infants will exclusively breastfeed until 6 months of age. b. Canada is meeting the global breastfeeding target of 50% of infants being exclusively breastfed for the first 6 months of life by 2025. c. The World Health Organization (WHO) recommends continued breastfeeding, along with appropriate complementary foods, for up to two years of age and beyond. 	
4	<ul style="list-style-type: none"> a. Canada's Breastfeeding Dashboard 2024 shows that Ontario is Canada's leader with the rate of initiation of breastfeeding. b. Canada's Breastfeeding Dashboard 2024 shows that the sharpest drop in exclusive breastfeeding occurred during the first month. c. Canada's Breastfeeding Dashboard 2024 shows that the top reason for stopping breastfeeding before 6 months was difficulty with breastfeeding. 	
5	<ul style="list-style-type: none"> a. Protecting breastfeeding shows disrespect and alienates parents that feed infant formula. b. Feedback from families can make an impact on the quality of care in maternity settings. c. Legislation, regulations and sustainable funding are ways that government can support breastfeeding. 	


6	<ul style="list-style-type: none"> a. BFI Ontario was once called the Ontario Breastfeeding Committee. b. The Breastfeeding Committee for Canada (BCC) is the parent organization of BFI Ontario. c. The main goal of BFI Ontario is for every baby to breastfeed regardless of circumstances. 	
7	<ul style="list-style-type: none"> a. The Baby-Friendly Initiative (BFI) supports birthing parents/mothers who feed infant formula for medical or personal reasons. b. All healthcare workers in a facility require the same level of knowledge about the Baby-Friendly Initiative (BFI). c. The Ontario Human Rights Code protects a person’s right to breastfeed in a public place. 	
8	<ul style="list-style-type: none"> a. Posting the international or universal breastfeeding symbol is one way to show the public that breastfeeding is welcome. b. Access to healthcare providers and peer support workers skilled with helping breastfeeding families is important only during the first few weeks of breastfeeding. c. Educating partners and families on how to support the breastfeeding parent can help protect breastfeeding. 	
9	<ul style="list-style-type: none"> a. Free samples and incentives from infant formula companies are helpful to new parents. Formula is expensive! b. Showing bottle feeding as the usual way to feed a baby can undermine sustained breastfeeding. c. Ensuring families receive non-commercial, unbiased information when infant formula is needed aligns with Baby-Friendly Initiative (BFI) guidelines. 	
10	<ul style="list-style-type: none"> a. Public discomfort or stigma toward breastfeeding, especially beyond infancy or in public, can discourage the continuation of breastfeeding. b. Healthcare providers and consumers usually prefer products from companies that provide them with incentives such as sponsorships and free gifts. c. Healthcare providers should share their personal experiences with breastfeeding, both the good and the bad, to give new parents a realistic perspective of what to expect. 	



National Breastfeeding Week 2025 Two Truths and a Lie Quiz Answers

Question	Answer
1	a
2	c
3	b
4	a
5	a
6	c
7	b
8	b
9	a
10	c

Question of the Day and Answers

Question	Answer
Day 1	
<p>What does this symbol mean?</p> 	<p>This is the universal breastfeeding symbol. It is an adaptation of the international breastfeeding symbol that shows a baby at breast. The universal breastfeeding symbol is more inclusive since it depicts breastfeeding and milk expression via pumping. When a person sees this symbol, they know breastfeeding and milk expression are welcomed.</p> <p>Learn more here.</p>
Day 2	
<p>What is the global recommendation for exclusive breastfeeding?</p>	<p>The World Health Organization (WHO) and United Nations Children’s Fund (UNICEF) recommend that infants initiate breastfeeding within the first hour of birth and be exclusively breastfed for the first 6 months of life.</p> <p>Learn more here.</p>
Day 3	
<p>How does the Baby-Friendly Initiative (BFI) protect breastfeeding?</p>	<p>The overall goal of the Baby-Friendly Initiative (BFI) is to protect breastfeeding. The standards are evidence based and include both critical management procedures (Steps 1 and 2) and key clinical practices (Steps 3-10). BFI protects breastfeeding by creating a safe, supportive, and evidence-based environment that shields families from commercial pressure, equips them with trustworthy information, and ensures they receive skilled and consistent care across the health system.</p> <p>Learn more here.</p>
Day 4	
<p>How can a hospital or community health service protect breastfeeding from commercial influence?</p>	<p>Policies that require staff to adhere to the International Code of Marketing of Breast-milk Substitutes (WHO Code) and education about the Code help staff comply with the Code. Individuals and healthcare facilities can</p>

	<p>avoid promoting specific brands of infant formula, distributing formula samples, displaying bottles and pacifiers and using materials such as tape measures with company branding. Instead, they can provide unbiased information based on health needs, not marketing agendas. This helps ensure families make informed feeding decisions free from industry pressure or misinformation.</p> <p>Learn more here.</p>
Day 5	
How can workplaces protect and support breastfeeding?	<p>Workplaces can protect breastfeeding by creating supportive environments. This could include:</p> <ul style="list-style-type: none"> • Policies and staff education about policies that support breastfeeding • Providing designated spaces for breastfeeding or expressing milk • Displaying a symbol showing that breastfeeding is welcome • Offering flexible schedules to staff returning to work from maternity/parental leave • Awareness and compliance with the International Code of Marketing of Breastmilk Substitutes – e.g. Not allowing companies covered by the Code sponsor educational sessions or events • Awareness of community resources that support breastfeeding families to enable staff to share this information with others as needed.
Day 6	
Why is protecting breastfeeding important for health equity and sustainability?	<p>Breastfeeding is one of the most accessible, affordable, and effective public health interventions available. Not all families have had equal access to factual information about infant feeding and breastfeeding support due to systemic barriers. These barriers often affect racialized, low-income, rural, Indigenous, immigrant, and young parent populations and contribute to health inequities.</p> <p>Breastfeeding provides health advantages for both the breastfeeding parent and baby. It is also environmentally sustainable, requiring no packaging, shipping, or waste—making it a natural, equitable way to support population health and climate goals.</p> <p>Supporting breastfeeding contributes to UN Sustainable Development Goals (SDGs) including:</p>

	<ul style="list-style-type: none"> • Goal 2: Zero hunger • Goal 3: Good health and well-being • Goal 5: Gender equality • Goal 10: Reduced inequalities <p>The Baby-Friendly Initiative (BFI) promotes system-wide, equitable access to evidence-based care around infant feeding. Through policy, staff training, and BFI practices every family—regardless of background—receives equitable, respectful, and evidence-based care.</p>
Day 7	
Describe 3 ways that this facility protects and supports breastfeeding.	<p>Examples:</p> <ul style="list-style-type: none"> • Employees returning to work are supported to continue breastfeeding or expressing milk during work hours • People are welcome to breastfeed in public places in this facility • Designated space is available for breastfeeding or milk expression if parent wishes privacy • Implementation of BFI key clinical practices such as skin-to-skin • Engage in continuous quality improvement to improve breastfeeding exclusivity and duration rates • Facilitate seamless transitions from hospital to community through strong partnerships and collaboration





Protecting & Sustaining Breastfeeding Family Worksheet

My Breastfeeding Goal

How long do I want to breastfeed or feed human milk?

- 2 weeks 6 weeks 3 months 6 months 9 months 1 year 18 months 2 years

My personal goal: _____

My Support Team

Who can support me with feeding, rest, meals, and encouragement?

- Partner: _____
 Family: _____
 Friends: _____
 Healthcare Provider: _____
 Breastfeeding Peer Support Group: _____
 Breastfeeding/Well Baby Clinic: _____
 Online Group: _____

My Feeding Plan for Challenges

What will I do if breastfeeding gets difficult?

- Call my healthcare provider
 Call my public health unit
 Call a lactation consultant or breastfeeding counsellor
 Use skin-to-skin to reconnect with my baby
 Take a break and try again
 Ask someone I trust for help

Other: _____










Protecting and sustaining breastfeeding is a team effort. Don't hesitate to reach out to others. Working together can help you achieve your infant feeding goals!

Know Your Rights and Resources

Did you know?

- ★ The [Ontario Human Rights Code](#) gives women the right to accommodation for pregnancy-related needs, prohibits discrimination against women who are pregnant and breast-feeding in services, goods and facilities, and gives women the right to breastfeed undisturbed.
- ★ You can ask for breastfeeding-friendly spaces in workplaces or public settings.
- ★ The Baby-Friendly Initiative (BFI) helps hospitals and community health services such as public health units give evidence-based breastfeeding support. You can ask for breastfeeding-friendly spaces in workplaces and public settings.

Helpful Resources:


-  Public Health Unit _____
-  Breastfeeding Peer Support Group _____
-  Lactation Consultant/Breastfeeding Counsellor _____
-  Health 811
-  Breastfeeding/Well Baby Clinic: _____
-  Online Support Group: _____
-  Reliable Info Website: _____

Protecting Breastfeeding at Home

Put a next to the things you'll do or try:

- Keep baby close (hold baby skin-to-skin, room-sharing)
- Learn baby's early hunger cues (crying is a late cue)
- Feed often — 8+ times in 24 hours
- Monitor baby's wet and soiled diapers during the first few weeks
- Avoid formula supplements unless medically needed
- Avoid pacifiers and bottles
- Ask others to help with chores so I can rest
- Share information with my support team

Questions to Ask My Healthcare Provider

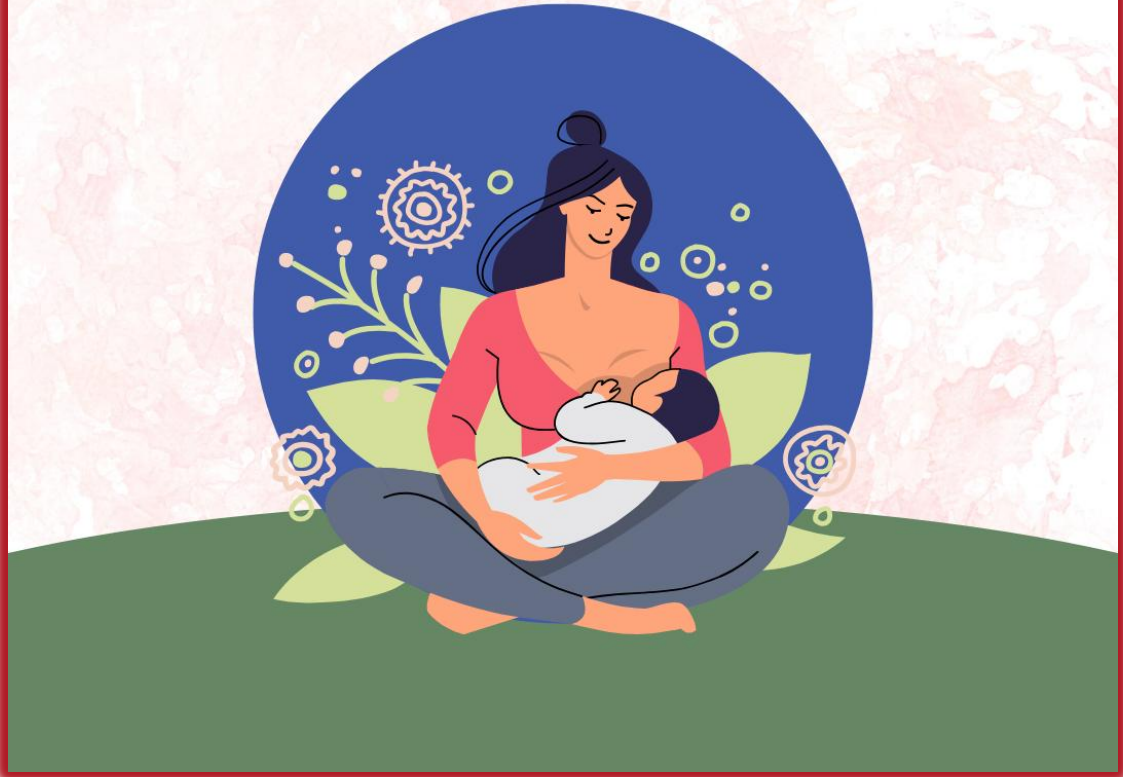
 Write down any questions or concerns:



Baby-Friendly Initiative Ontario

NATIONAL BREASTFEEDING WEEK

OCTOBER 1-7, 2025



**We hope this resource kit helps in your celebration of
National Breastfeeding Week 2025!**

Feedback is welcome!