

25 REASONS THE BFI MATTERS IN ONTARIO

Supporting Healthy Beginnings

- Promotes optimal infant nutrition
- Improves infant and maternal health outcomes
- Strengthens bonding through skin-to-skin and responsive feeding
- Supports parental mental health
- Reduces chronic disease risks across the lifespan

Strengthening Our Health System

- Enhances quality and consistency of care
- Reduces health-care costs
- Builds continuity between hospitals and community care
- Empowers health-care providers through training
- Encourages accountability and quality improvement

Advancing Equity and Inclusion

- Protects informed, unbiased decision-making
- Addresses health inequities across populations
- Upholds families' rights and protects against commercial influence
- Promotes culturally safe, family-centred care
- Respects all infant feeding decisions

Investing in a Healthier, Sustainable Future

- Supports Ontario's public health goals
- Strengthens community resilience
- Reduces environmental impact of infant feeding
- Supports food security in emergencies
- Builds public trust in evidence-based care

Legacy and Future Vision

- Protects decades of progress in maternal–infant health
- Promotes lifelong wellness
- Builds stronger, connected communities
- Aligns Ontario with global health standards
- Inspires future generations to nurture every baby's best start

