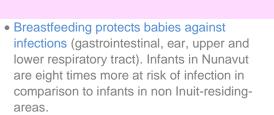
MATERNAL CHILD HEALTH NEWSLETTER

Brought to you by the Nutaqqavut Health Information System (NHIS) and the Canada Prenatal Nutrition Program (CPNP)

WHY IS BREASTFEEDING



# IMPORTANT FOR MOTHERS AND BABIES?Breastfeeding is best for babies. Breast milk is the best food to help babies grow and

- is the best food to help babies grow and develop. It contains the perfect amount of nutrients and changes as baby grows to keep up with his/her needs. Breast milk also contains antibodies that help prevent disease and may reduce the risk of allergies.
- Breastfeeding is best for mothers. It helps them to gradually lose the weight gained during pregnancy. It also protects them against breast cancer, ovarian cancer and osteoporosis (weak bones) later in life.
- Breastfeeding is best for the entire community. Breastfeeding is essential to strengthen the bond between parents and their baby, and contributes to building a secure, loving relationship. Breastfeeding is

Elders Saulu Nakashuk (Pangnirtung) and Uingut Deporah (Igloolik) • Breastfeeding can decrease the risk of Sudden Infant Death Syndrome (SIDS) by as much as 36 percent. SIDS is a major cause of death amongst infants in Nunavut between the age of one month and one year. Nunavut infants unfortunately have a four fold increased risk of dying due to SIDS.

## GOOD NEWS / SUCCESS STORY

Communities across Nunavut celebrate breastfeeding during National Breastfeeding Week (October 1-7). Since 2003, Nunavut has been participating in the *Quintessence Breastfeeding Challenge* organized during that week. In 2011, Nunavut had the highest participation





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#### WHAT MOTHERS IN

a) Main reasons for breastfeeding (cited by (main reason),

- b) Main reasons for not breastfeeding: Adoption, embarrassment, inconvenience of breastfeeding, thought that formula was as good as breast milk.
- c) Main reasons for discontinuing
- breastfeeding earlier (in order): Perception of insufficient milk supply, lack of community/family support, smoking during breastfeeding, physical discomfort (eg. pain, sore), return to school.

### SUPPORT MOTHERS AND PARENTS IN YOUR COMMUNITY

Here are some ideas of how you can support mothers and parents in your community to initiate and continue breastfeeding:

Ensure you and other staff is knowledgeable and supportive of breastfeeding. \*CPNP supports breastfeeding education. Please contact <u>cpnp@gov.nu.ca</u> for more information.

Ensure that your health facility accepts no free or subsidized supplies of breast milk substitutes, bottles, teats or pacifiers from manufacturers or distributors of these products.

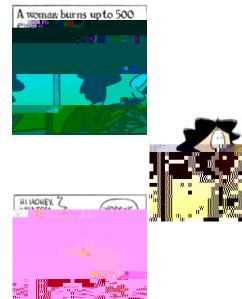
During pregnancy, discuss the importance of breastfeeding and instruct mothers on how to breastfeed.

Encourage mother and her baby to have skin-to-skin contact.

Instruct mother to breastfeed whenever her baby wants to suckle or if her breasts feel full, and to wake her baby if she/he sleeps too long. -

Show the mother how to keep up her milk supply and express her milk, should she and her baby be separated.

Explain that artificial teats (rubber or silicon nipples of any type), dummies (pacroducts.







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