

Baby-Friendly™ Initiative



Why is Breastfeeding Important? Get the Facts!

Breastfeeding is more than a way to feed a baby. Breast milk is the perfect balance of nutrients for the healthy growth and development of infants and young children. Choosing to breastfeed is an investment in mother's and baby's health. Making the decision about infant feeding is more than a lifestyle choice, it is a health issue. That is why New Brunswick is introducing the Baby-Friendly™ Initiative to Protect, Promote and Support breastfeeding.

Mothers who choose to formula feed need to be aware of the risks of artificial feeding.

Risks of NOT Breastfeeding for Baby and Growing Child

Reduced cognitive development

Increased risk of:

- Obesity
- Diabetes
- Asthma
- Allergy
- Childhood cancers
- Sudden Infant Death Syndrome (SIDS)
- Cardiovascular disease
- Gastrointestinal infections
- Ear infections
- Acute respiratory diseases

Risks of NOT Breastfeeding for Mother

Increased risk of:

- Osteoporosis
- Breast cancers
- Ovarian cancers

To learn about the Baby-Friendly™ Initiative and how to Protect, Promote and Support breastfeeding, visit www.gnb.ca, keyword: health



New Brunswick Baby-Friendly™ Initiative
Advisory Committee

Infant feeding choices do not only impact women and babies. Families and communities also benefit from protecting, promoting and supporting breastfeeding.