



December 8, 2008

His Worship Dan Ashton and  
Members of City Council  
City of Penticton  
171 Main Street  
Penticton, BC V2A 5A9

Dear Mayor Ashton and Council:

**Subject: Building a Breastfeeding Friendly Initiative**

Breastfeeding is one of the best measures to ensure healthy infants and children. Over 90% of women initiate breastfeeding, however many stop prior to the currently recommended 6 months of age. One of the reasons is that breastfeeding is often not viewed as an acceptable public practice in many communities. Community leaders can help change the perception of breastfeeding by supporting the development of a breastfeeding friendly community in policy and practice.

Interior Health invites the City of Penticton to participate in a *Building a Breastfeeding Friendly Community* Initiative. This promotional campaign aims to increase public awareness regarding the importance of breastfeeding and the significance of positive public support.

The steps required to be designated 'Breastfeeding Friendly' include:

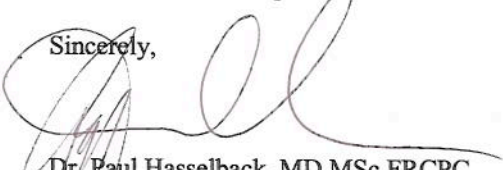
1. Develop a 'Breastfeeding Friendly Community' policy.
2. Inform relevant staff of the policy.
3. Place 'Breastfeeding Welcome Here' stickers in relevant locations in city managed facilities.
4. Inform the public of the City policy via appropriate avenues.

Interior Health, in partnership with the Okanagan Breastfeeding Coalition, has developed and piloted resources to support the initiative. There should be little or no financial implications for the city to achieve the designation.

Similar initiatives have been successfully implemented in other cities across Canada, the U.S., and internationally. This is a tremendous opportunity for Penticton to demonstrate commitment and leadership in this important public health issue and to become a leader in British Columbia in seeking such a designation.

We ask that you endorse the concept of Penticton becoming a Breastfeeding Friendly Community. We also ask that you invite staff of the City of Penticton to work with the listed Public Health Nurses and other community agencies to support the development of a Breastfeeding Friendly Community on behalf of the City of Penticton.

Sincerely,



Dr. Paul Hasselback, MD MSc FRCPC

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