

## **Okanagan Breastfeeding Coalition**

### **Objectives**

Determine strategies to support the initiation and maintenance of breastfeeding and decrease barriers to breastfeeding in the community.

Promote societal awareness and support for women initiating and continuing breastfeeding, anytime, anywhere.

Serve as the designated implementation committee for the Baby-Friendly Community Health Service Designation at the Penticton Health Centre.

Education of health care professionals and others to improve breastfeeding support in the community. Conduct or facilitate research specific to the identification of breastfeeding rate trends, identification of barriers, and the impact of specific initiatives to improve rates.

To implement and monitor the International Code of Marketing of Breastmilk Substitutes in the Penticton Health Centre.

To organize promotional activities for National Breastfeeding Week.

To collaborate with groups with a shared vision and mission within IHA Public Health, Penticton Regional Hospital, the broader Okanagan community, BC Baby Friendly Network, BC Perinatal Health Program, and the Breastfeeding Committee of Canada.

### **This committee endorses the following:**

- WHO International Code of Marketing of Breast Milk Substitutes (1981)
- Joint WHO/UNICEF Statement on Protecting, Promoting, and Supporting Breast Feeding (1989)
- Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding (1990)
- WHO/UNICEF Baby-Friendly Hospital Initiative and the Baby-Friendly Initiative in Community Health Services.
- College of Registered Nurses of B.C. Policy Statement: Breastfeeding: Protection, Promotion and Support (2001)