

BABY FRIENDLY

What does it mean?

Enter to Win
\$50, \$75, or \$100

individual, group, or classroom entries accepted

Open to students attending schools in Heartland Health Region boundaries

Entries **postmarked by October 31** and sent to:

Unity & District Health Centre
c/o Shirley Parkinson
Box 471 Unity SK S0K 4L0

Heartland Health Regions *Baby Friendly Initiative Committee* (BFI) invites students to submit an entry that helps promote being baby friendly in the home, community, and society. What does baby friendly mean to you?

•focus and format:

Grades K-3

poster showing how a **family** could be baby friendly

Grades 4-6

essay on how your **community** could be baby friendly

Grades 7-12

choose poster or essay on how **society** could be baby friendly

- entries must include/reference World Breastfeeding Week 2011 theme, goals, and objectives <http://worldbreastfeedingweek.org/>
- all entries must meet baby friendly guidelines
- 1 winner chosen from each of K-3 and 4-6 entries
- 2 winners chosen from 7-12 entries: one of each from poster, essay



Winners will be notified by November 30, 2011

Entries are reviewed for eligibility by a BFI professional

Winners will be chosen by an independent committee

Winning entries posted on Heartland Health Region website

All entries may be used in Heartland Health Region baby friendly promotions and media



Check it out Heartland Health Region website for contest information and entry form
www.hrha.sk.ca

Baby Friendly Initiative



Contest

Heartland Health Regions *Baby Friendly Initiative Committee* (BFI) invites students to submit an entry that helps promote being baby friendly at home, community, and society. Check out WABA website for other information and links as well as the resources attached. Being baby friendly covers a broad scope of supports for mothers to raise healthy children. What does baby friendly mean to you?

Here are some family tips: set the table and help prepare supper with Dad so that mom can attend to baby; take over one household chore for mom; play with your younger siblings so mom can have one-on-one time with baby; cook a casserole or other easy reheat food for use in the busy times; take a turn changing a diaper; and cook supper for the family. All the little things count.

All students in schools within Heartland Health Region are eligible to enter for a chance to win. Wining entry from:

K-3 – 1 @ \$50

4-6 – 1 @ \$75

7-12 – 2 @ \$100

Heartland's BFI committee recognizes that students may need help from an adult – parent, teacher or staff therefore, submissions may be individual student, small group, or class. For example, a K-3 teacher reviews the materials, has a classroom discussion about what baby friendly means, and helps children plan a poster or a grade 5 class jointly discusses how a restaurant can be baby friendly and several students each write an essay section. In this case, prize money would be issued to the class teacher for a classroom resource for example.

Please contact your local Public Health Nurse if you have questions or for any clarification and guidance or help choosing a theme appropriate for age. While some links below are to videos, those themes can be in poster and essay format.

Focus and Format

Grades K-3

poster showing how a **family** could be baby friendly

Grades 4-6

essay on how your **community** could be baby friendly

Grades 7-12

choose poster *or* essay on how **society** could be baby friendly

This is what some youth did as a video:

www.youtube.com/wabayouth#p/a/u/2/pTi-5QcrhXg

This is themed 'make breastfeeding your business' (community):

www.gov.ns.ca/hpp/publications/breastfeeding_support_kit.pdf

www.youtube.com/watch?v=PRbAoRwqnIA

Other websites that support baby friendly:

La Leche League www.lllc.ca/

Infact Canada www.infactcanada.ca/FactSheets.htm

Criteria

- entries must include/reference World Breastfeeding Week 2011 material in some form (there is a variety: logo, theme, goals, & objectives)
<http://worldbreastfeedingweek.org/>
- all entries must meet baby friendly guidelines
 - see attachments (Innocenti Declaration; What you need to know)
- complete and send in an entry form with the submission
 - the form allows us to know who created the promotion without the selection judges knowing identities
- **Email** entry & entry form by **4:30pm October 31, 2011** to Shirley.parkinson@hrha.sk.ca
- **Address** all entry envelopes/packages to:
Unity & District Health Centre
c/o Shirley Parkinson
Box 471 Unity SK S0K 4L0
- entries must be **postmarked by October 31, 2011** but there are several ways to submit:
 1. Address and mail your entry directly
 2. Address and drop your entry off at your local Public Health Office for a Public Health Nurse by **12:00pm October 31**

A BFI professional reviews all entries for criteria

An independent committee will choose winners

Winners will be notified by November 30, 2011

Winning entries posted on Heartland Health Region website

Heartland Health Region may use any entry in baby friendly promotions/media

Why Baby Friendly?

Heartland Health Region believes that the healthy habits we learn and practice as youngsters' leads to better health outcomes in adult life. Healthy eating, physical activity, good mental health, social connections, family and community support are all part of our learned practices, behaviors, and habits. Baby friendly means society, communities, groups, and individuals promote and support the practices and habits that create optimal conditions for healthy growth and development of our children. It does take a village to raise a child!

Breastfeeding is a best practice that research clearly shows is an ideal food source for babies. Breast milk provides the perfect nutrition. Convenient and portable, always served at the right temperature, and in a sanitary package, breastfeeding aids infant growth and development and health. Infant, child, and lifelong health benefits include fewer doctor visits, less risk of ear infection and diarrhea, as well as preventing chronic diseases such as diabetes and obesity. Breast milk is also an antiviral and immune system booster for infants.

Health benefits extend to mothers. Breastfeeding reduces the risk of developing breast and ovarian cancer. Breastfeeding also decreases the risks for developing osteoporosis and arthritis. Breastfeeding also reduces stress; including mothers dealing with depression.

It is a challenge for mothers to exclusively breastfeed and continue breastfeeding because breastfeeding is not easy. Today, mothers are discharged from a hospital within days of birth; many live away from family and many must return to work quickly. Many mothers do not have support for breastfeeding close by; such her mother or grandmother. While women have the right to breastfeed, society lags due to perception, misunderstanding, and misinformation. Let us help mothers – support their choice to breastfeed; help do what is best for babies.

The support for breastfeeding mothers has moved well beyond what we used to do. It really requires more than health facilities and health care settings. Postnatal support must come from society, communities, and families as well. All of us can take action to make breastfeeding an easier choice for mothers.

The International Theme

The 2011 WABA World Breastfeeding Week focuses on engaging and mobilizing youth and intergenerational work. Youth have an important voice. In the future, they will work, rest, and play in all areas of our communities. What they learn or feel passionate about in the early years is carried with them throughout life.

(Note that the official WABA launch is in August however, countries can elect to celebrate this week October 1-7, which is what we do.)

The theme **“Talk to me! Breastfeeding - a 3D Experience,”** is communication at various levels and between various sectors. <http://worldbreastfeedingweek.org/>

- Encourage the use of new media technology to reach larger numbers of people with breastfeeding information
- Discuss the conflicts of interest that may arise when entities, which profit from selling or distributing infant products such as formula, also promote breastfeeding.
- Broaden the scope of breastfeeding advocacy to involve traditionally less interested parties such as youth, men, and family-planning advocates.
- Develop and scale-up communication skills education to delivering health as well as breastfeeding information **and** look for active participation from young people.
- Network and create or increase communication between different sectors so breastfeeding information and feedback can be accessed and enhanced.
- Encourage and build mentorships in the breastfeeding advocacy field and communications expertise, at any and regardless of age.
- Explore, support, recognize, and implement innovative communications approaches and provide a space for people to develop their ideas.

Those are lofty goals so Heartland is asking all students to help us promote what it means or might look like to be baby friendly from the perspectives of a family, community, and society. Youth have a strong voice and we would like to hear it.

Connect with your local Public Health Nurse - questions, clarification, guidance, choosing a theme, or ideas for family, community, and society.