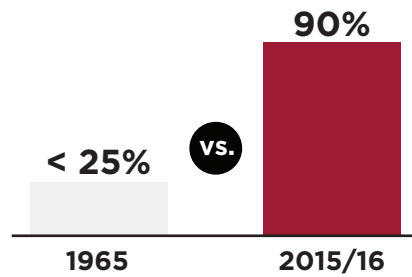


BREASTFEEDING IN CANADA

Breastfeeding initiation rates in Canada have **INCREASED**



The most common reasons mothers give for **stopping** breastfeeding before 6 months are:

- not enough milk
- difficulty with breastfeeding technique

57%

In 2011/12, **OVER HALF** of women who breastfed continued some breastfeeding **beyond 6 months**.



Close to **25%** of women **STOP** breastfeeding before their infant is **one month old**.



Breastfeeding rates also vary across the country along a general west-to-east gradient.

In 2011/12, breastfeeding initiation ranged from **96%** in **British Columbia and Yukon** to **57%** in **Newfoundland and Labrador**.

BABY-FRIENDLY FACILITIES

21 hospitals, 8 birthing centres and **117 community centres** are designated as **BABY-FRIENDLY** facilities in Canada.

Globally only **10% of infants** are born in a hospital designated **BABY-FRIENDLY**.

A hospital providing maternity services or a community health facility is designated as **BABY-FRIENDLY** if it meets the criteria for achieving the **Ten Steps AND adheres to the International Code of Marketing of Breast-milk Substitutes**.

For references consult **Chapter 6: Breastfeeding**: Public Health Agency of Canada. Family-Centred Maternity and Newborn Care: National Guidelines. Ottawa (ON): PHAC; 2018.

For more information about the **Family-Centred Maternity and Newborn Care: National Guidelines**, or to download this document, please search "maternity and newborn care" on **CANADA.CA**.

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