

Breastfeeding Matters – SVI is a registered charity comprised of breastfeeding advocates from the Greater Victoria area including physicians, public health nurses, doulas, breastfeeding counselors, lactation consultants, nutritionists, La Leche League Leaders, childbirth educators & breastfeeding mothers.

We work...

- ✓ to ensure that women receive support and education regarding breastfeeding.
- ✓ to ensure that babies are breastfed for as long as they need.
- ✓ to help educate health care professionals about the importance and management of breastfeeding.



Photo courtesy of Niecia Dunn

Beginning in 1997, the Breastfeeding Matters group grew out of the lack of support and networking within the breastfeeding community and the need for continuing education for lactation consultants.

Since then the *BfM--svi* group has organized and hosted many educational events featuring nationally and internationally recognized experts in breastfeeding medicine & management.

Other past accomplishments include:

- ✓ donating to Canada's only Milk Bank at BC Women's Hospital in Vancouver.
- ✓ assisting families to pay for shipping donated breastmilk to and from South Vancouver Island.
- ✓ donating 2 electric breastpumps to Victoria General Hospital.
- ✓ co-hosting with VIHA the annual **Quintessence Breastfeeding Challenge**, a global synchronized breastfeeding event to record the most babies nursing simultaneously.



2007 Breastfeeding Challenge at Centennial Square

Breastfeeding benefits the whole community

The health benefits of feeding a baby breastmilk are well known for the mother and baby. But breastfeeding doesn't just benefit the mother and her baby. Breastfeeding benefits the whole community.

Breastfeeding:

- ✓ means less sick days for working parents
- ✓ reduces health care costs and saves tax dollars
- ✓ is environmentally friendly (and always has been!)
- ✓ in public is protected by BC's Human Rights Code
- ✓ is started by 92% of mothers or Vancouver Island

It is important for everyone to support and encourage breastfeeding mothers because breastfeeding builds a stronger

and healthier community! Breastfeeding is a gift that lasts a lifetime!

For information or to get help with breastfeeding in the Greater Victoria area you can call:

Public Health Breastfeeding Clinics

Saanich (250) 519-5100
Victoria (250) 388-2200
West Shore (250) 478-1757
Esquimalt (250) 360-5600
Peninsula (250) 544-2400
Sooke (250) 642-5464

La Leche League

(250) 727-4384

Mothering Touch Centre

(250) 595-4905

Remember, breastfeeding is a learned art. Moms and babies deserve correct information & reliable support. If you are experiencing breastfeeding difficulties, don't wait to get help! Call now!



**Health Canada recommends
breastfeeding to 2 years and beyond.**

Breastfeeding Matters – SVI meets monthly from September to June to share news about our group projects and individual endeavors. We invite you to join our group of breastfeeding advocates so that we can support one another in our efforts to help breastfeeding families.

Membership gains you access to valuable information, educational meetings and breastfeeding events. The annual membership fee goes towards group expenses including events and milk bank shipments.

You can make a difference to a breastfeeding family in your community!

For more information about *Breastfeeding Matters – SVI* please visit our website

www.breastfeedingmatters.ca

or email

info@breastfeedingmatters.ca

Breastfeeding Matters - South Vancouver Island



***Promoting,
Supporting &
Protecting
Breastfeeding in
South Vancouver Island***

www.breastfeedingmatters.ca