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Building Nunavut Together
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Public Service Announcement

Nunavut celebrates World Breastfeeding Week

Start Date: September 26, 2018
End Date: October 5, 2018
Nunavut-wide **60 sec**

Nunavut celebrates World Breastfeeding Week in the first week of October. The World Health Organization and the Government of Nunavut Department of Health recommend that all babies are exclusively breastfed for the first six months.

Breast milk:

- is the best food for babies' optimal health and growth;
- protects against ear infections, respiratory tract infections, pneumonia, diarrhea and sudden infant death syndrome; and,
- is cost-effective and convenient.

Breastfeeding is a learned skill that is not always easy. We all play a role in supporting breastfeeding mothers. Nurses, midwives, local Canada Prenatal Nutrition Programs (CPNPs) and other mothers with breastfeeding experience can offer support. Families can also support breastfeeding mothers by running errands or preparing nutritious foods like qajuq from natiminiq.

This year, Nunavut CPNPs are celebrating World Breastfeeding Week by leading the Breastfeeding Challenge. The challenge is to have the most mothers breastfeeding at one time in one place, and all communities in Nunavut are encouraged to participate. Contact your local CPNP to find out when your community is hosting this event.

For more information, see the Breastfeeding Basics resource here.

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