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Building Nunavut Together
Nunavuliuqatigiingniq
Bâtir le Nunavut ensemble

Public Service Announcement

National Breastfeeding Week

Start Date: October 3, 2025
End Date: October 7, 2025
Nunavut-wide **60 sec**

Join the Department of Health as we celebrate National Breastfeeding Week from October 1 to 7. This year's theme*, Prioritize Breastfeeding: Create sustainable support systems*, emphasizes the need for ongoing, equitable support systems that empower families nationwide to make informed decisions about breastfeeding and promote child health and well-being. It also recognizes how families, communities, and health care workers can offer meaningful support to every breastfeeding parent.

Breastfeeding is an effective way to support a child's healthy growth and development, offering numerous benefits for both the infant and the parent. The World Health Organization and Department of Health recommend exclusively breastfeeding for the first six months of a baby's life if possible. If breastfeeding is not an option, please speak with a medical professional for support.

The benefits of breast milk include:

- Providing the ideal nutrition for babies' optimal growth and development.
- Helping to protect against ear infections, respiratory tract infections, pneumonia, diarrhea, and sudden infant death syndrome (SIDS).

We all have a role to play in supporting breastfeeding parents. Families can support breastfeeding parents by helping with household chores, playing or reading with other children during feeding time, or preparing nutritious foods like qajuq from natsiminiq.

For more information about breastfeeding, contact your local health centre or ask your health care provider about the Department of Health Breastfeeding Basics Booklet.

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Media Contact:

Charmaine Deogracias
Manager, Communications
Department of Health
867-975-5712
cdeogracias@gov.nu.ca

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