



New Video Series to Promote Breastfeeding

MARCH 5, 2013: The Baby-Friendly Council of Newfoundland and Labrador is pleased to announce the introduction of the *Newfoundland and Labrador Breastfeeds* educational and promotional video series. The videos may be used in prenatal education and support programs, physician offices and waiting areas, and secondary school programs throughout the province.

The videos feature local families, health professionals, and media personalities and are intended to increase awareness and to promote and support breastfeeding. They are part of a larger public education and awareness campaign by the Baby-Friendly Council of NL to protect, promote and support breastfeeding in an effort to increase provincial breastfeeding initiation and duration rates.

The *Newfoundland and Labrador Breastfeeds* video series was developed through a unique partnership with the Arts Community. Produced by well-known local film director Mary Lewis, the video series features many local and national celebrities like Mark Critch, Cathy Jones, Andy Jones, Mary Walsh, Pete Soucy (“Snook”), The Ennis Sisters, Brad Gushue, Tim Baker, Marthe Bernard, Mary-Lynn Bernard, Kim Stockwood, Jonny Harris, Lisa Moore, Sheilagh O’Leary, Damhnait Doyle, Krystin Pellerin, Krysta Rudofsky, and many others, along with local breastfeeding families and health professionals.

The videos feature the perspectives of a range of individuals from young children to grandmothers. The intent is to inform and create opportunities to address the barriers and challenges that arise when women think about how they will feed their babies. All participants share in an open, honest and often humorous manner their personal experiences or perspectives about breastfeeding. It is hoped that these videos will encourage the families of pregnant women and the communities in which they live to support new mothers and give them the confidence they need to breastfeed successfully.

The videos were created following an extensive consultation, a review of the breastfeeding research including focus groups with Newfoundland and Labrador women, and the recommendations of a local advisory committee of pregnant women, new mothers, lactation and nutrition experts. The Baby-Friendly Council of NL hopes that through this exciting and innovative work, more people will talk about breastfeeding and more families will choose to breastfeed.



Baby-Friendly
Newfoundland & Labrador

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The Baby-Friendly Council of NL is the primary forum for protecting, promoting and supporting Newfoundland and Labrador families during pregnancy and in the first years after birth. Established in 1992, the council is an interdisciplinary committee with representatives from all regions in the province strongly committed to increasing the initiation and duration of breastfeeding.

To view the Newfoundland and Labrador Breastfeeds video series, visit: <http://www.babyfriendlynl.ca>