

NEWS RELEASE

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HEALTH UNIT LAUNCHES CAMPAIGN TO PROMOTE BREASTFEEDING IN THE COMMUNITY

NORTH BAY, ON - The North Bay Parry Sound District Health Unit (“Health Unit”) launched the Normalize It campaign to promote and celebrate breastfeeding anytime, anywhere. Together with community partners and Mayor Al McDonald, the Health Unit unveiled new cutouts (life-sized displays of local breastfeeding mothers) that will be popping up throughout the Health Unit district.

“The cutouts have multiple purposes - to increase breastfeeding visibility, get people talking about breastfeeding, and to show our support as a community for breastfeeding families,” says Heather Lawson, public health nurse. “We’re also launching a fun and interactive contest to encourage people to engage with the cutouts.”

From October 1 to the 15th, if you come across one of the four cutouts in the community, take a picture with the cutout and send it to the Health Unit. The Health Unit will then post the picture on their Facebook page and ask their followers to vote on their favourite submission. The top three photos will receive a grocery gift card (total prize value - \$400). If you don’t happen to see one of the cutouts in person, you can still participate by submitting a personal picture and/or a message about the importance of breastfeeding.

Breastfeeding benefits everyone in our communities by keeping babies and mothers healthy and preventing disease. Health Canada and the Canadian Pediatric Society recommend breastfeeding up to two years and beyond - but many mothers feel uncomfortable breastfeeding in public. This is a barrier to continued breastfeeding. We ask that you join us in participating in this initiative, and to show your support for breastfeeding mothers.

For more information on the Normalize It campaign, including how to participate in the contest, visit www.myhealthunit.ca/normalizeit or call 1-800-563-2808.

– 30 –

Quick Facts

- In Canada, we celebrate World Breastfeeding Week from October 1 to 7, 2018
- The Health Unit offers many breastfeeding support programs and resources, including breastfeeding clinics, peer-to-peer and telephone support

- The Health Unit encourages local businesses to demonstrate their support by displaying a breastfeeding cling in their establishment. The clings are available through the Health Unit

Media Inquiries

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