

# Mouvement allaitement du Québec's Breastfeeding-Friendly Child Care Service Charter

1. The benefits of breastfeeding up to two years and beyond are recognized in the infant feeding policy, in compliance with the *Gazelle and Pumpkin framework*.<sup>1</sup>
2. Regardless of the feeding method of the child, all staff members demonstrate a positive and non-judgmental attitude.
3. From the time the child is registered, an open dialogue with parents is maintained, and parents are informed of accommodations that are available to families who wish to continue breastfeeding.
4. The child care service demonstrates its commitment to providing a breastfeeding-friendly environment, so that, at all times, parents feel comfortable discussing measures to enable them to continue breastfeeding.
5. Families who wish to provide breastmilk for their children are encouraged to do so, regardless of the age of their child.
6. Parents determine the method of giving fluids to their child and the type of container to use.
7. Early childhood educators, caregivers, and other staff ensure that rigorous precautions for handling and serving human milk are taken, as recommended by the *Prévention et contrôle des infections dans les services de garde* guidelines.<sup>2</sup>
8. People who wish to breastfeed in the centre can do so.
9. Child care staff members who have returned to work and wish to continue breastfeeding are also supported in their decision.
10. The provisions of the *International Code of Marketing of Breastmilk Substitutes*<sup>3</sup> and subsequent resolutions of the World Health Assembly are respected, including those which prohibit the use of images showing bottles and pacifiers and displaying brand names of commercial infant formulas.

[mouvementallaitement.org/services-de-garde](http://mouvementallaitement.org/services-de-garde)

## The International Code of Marketing of Breastmilk Substitutes<sup>3</sup>

Creating breastfeeding-friendly environments also means limiting the pressure exerted by manufacturers and distributors of commercial infant formula. To accomplish this, Canada is a signatory to the Code, adopted in 1981 at the World Health Assembly (WHA) by a 118 nations. The Code's purpose is to protect breastfeeding and, at the same time, ensure that commercial infant formula and related products are used correctly when necessary. Since its adoption, the Code has been regularly updated by resolutions of the World Health Assembly. Child care services can contribute to protecting breastfeeding by countering practices which normalize the use of breastmilk substitutes and related products.



1. Ministère de la Famille. (2021). *Gazelle and Pumpkin: Framework for creating environments that support healthy eating, active play and motor development in educational childcare services*. <https://www.mfa.gouv.qc.ca/fr/publication/Documents/guide-gazelle-pumpkin.pdf>
2. Ministère de la Santé et des Services sociaux. (2015). *Prévention et contrôle des infections dans les services de garde et écoles du Québec : guide d'intervention*. <https://publications.msss.gouv.qc.ca/msss/document-000374/>
3. World Health Organisation. (1981). *International Code of Marketing of Breast-Milk Substitutes*. <https://mouvementallaitement.org/bibliothequevirtuelle/items/show/1822>

With the participation of  
the Government of Canada

Canada