

Public Service Announcement

Breastfeeding Challenge 2016

Start Date: September 28, 2016 End Date: October 1, 2016

Nunavut 45 sec

Attention all breastfeeding mothers. Are you up for a challenge?

The Breastfeeding Challenge 2016 is on Saturday, October 1 at 11 a.m., in communities across Nunavut. Help your community have the most mothers breastfeeding at the same time in the same place.

In 2013, Nunavut won first place in North America in our category for having 203 mothers breastfeeding during the competition. Let's win gold again this year! Support breastfeeding mothers in your community who participate in the Breastfeeding Challenge!

From birth to six months, babies only need breast milk and Baby Ddrops™. Breastfeeding has many benefits! Breast milk is the best food for the health, growth and development of babies. It helps to protect against sudden infant death syndrome (SIDS), illnesses and infections. Breastfeeding is convenient, inexpensive and helps families be food secure.

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