
MEDIA RELEASE**Feb 2, 2026**

CK Public Health Celebrates Baby-Friendly Initiative Redesignation

CK Public Health has been awarded the Baby-Friendly Initiative (BFI) redesignation by the Breastfeeding Committee for Canada. This redesignation demonstrates CK Public Health's ongoing commitment to supporting breastfeeding in Chatham-Kent.

"The public health service is dedicated to helping mothers and babies," said Dr Shanker Nesathurai, Medical Officer of Health for CK Public Health. "Breastfeeding is important for a baby's health. Breast milk gives babies the nutrients they need and also has natural substances that help protect them from many illnesses. Being part of the Baby-Friendly Initiative shows that the health unit offers high-quality programs for mothers and infants."

What the Baby-Friendly Initiative Means

The Baby-Friendly Initiative is a global program created by the World Health Organization (WHO) and UNICEF. Its goal is simple: to help support the health of babies and parents with clear policies, trained staff, and safe places for breastfeeding.

Being "Baby-Friendly" means that CK Public Health:

- Gives families clear, consistent, and accurate information about breastfeeding their babies
- Offers supportive, non-judgmental help with breastfeeding
- Offers support to mothers who are not breastfeeding, and/or have discontinued breastfeeding
- Trains staff to provide high-quality care for parents and newborns
- Supports strong, healthy relationships between parents and their babies

Why This Redesignation Matters for Chatham-Kent

Breastfeeding is known to support infant development, strengthen immune systems, foster bonding, and contribute to long-term health for both babies and parents. By maintaining our Baby-Friendly designation, CK Public Health continues to make sure that:

- Families get the help they need from trained staff
- Parents feel respected and supported
- Babies have the best chance for a healthy beginning

"This redesignation is a testament to the dedication of our Healthy Growth and Development team and our community partners," said Dana Boyd, Program Manager for CK Public Health. "Families in Chatham-Kent can feel confident knowing that the guidance and care they receive is rooted in best practices and delivered with respect for their individual needs and choices."

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