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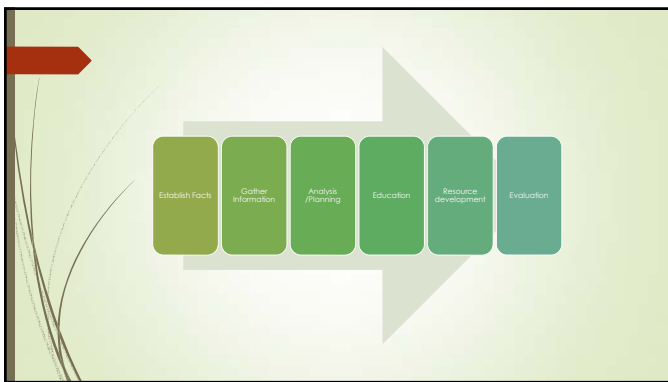
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**1- Establish the Facts.....**

- 8 % Guelph residents are visible minority
- 24 % ↑new immigrants in past decade
- 17 % primary language is not English or French (Stats Canada, 2009)




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Lowest rate of exclusive breastfeeding at hospital discharge (54.5 %) is women whose primary language was not English or French



(BORN, 2012/13)

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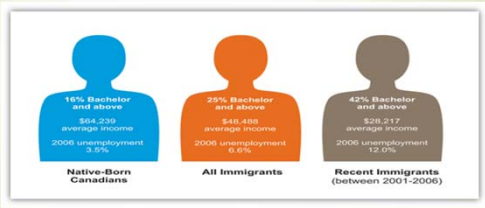
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Fact.....



Group	Bachelor and above	Average Income	2006 Unemployment
Native-Born Canadians	16%	\$44,239	3.1%
All Immigrants	25%	\$44,488	6.4%
Recent Immigrants (between 2001-2006)	42%	\$28,212	12.7%

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**2-Gather-Focus groups to explore and understand cultural norms surrounding infant feeding**



"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this difference as a guide to our communication with others."

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-Labor/ delivery and postpartum is a major life event  
 -Listed as the 12<sup>th</sup> stressor out of 47 major life events  
 -Often events are narrated many times over as a way to process event

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### Dominant themes that emerged from focus groups

- ▀ Prenatal Appointments- valued the messages from their healthcare professional
- ▀ Canadian culture too fast paced
- ▀ Would like resources in their own language

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3- Analysis

"Maybe stories are just data with a soul."  
— Dr. Brené Brown

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When we understand the customs, beliefs and traditions we are able to offer respect and care in a nonjudgmental manner

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Listen, respect preferences, recognize differences, support informed choice which in turn empowers

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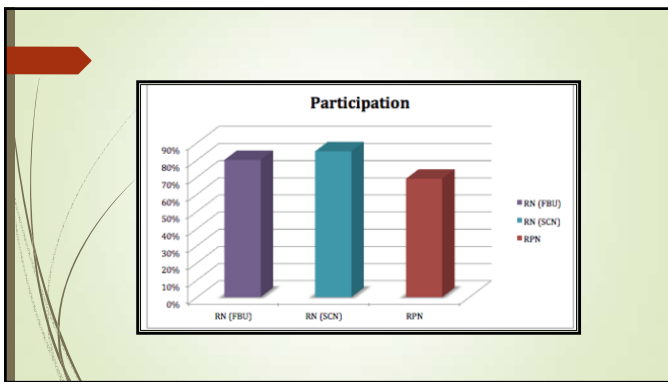
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رضاعت بچے اور ماں دونوں کی صحت کے لئے ہے۔ بچوں کے لئے، یہ ان کے مستحکم، بالغ، محبت کی دیکھ بھال، اور ذہن اضافہ کرنے میں مدد ملتی۔ دوسری جانب، یہ چھاتی اور ڈیبرگنٹی کے کینسر، موٹاپا اور آسٹیوپوروسس کی کم موقع کا امکان کم ہے کے بعد سے یہ بھی ماں کے لئے بہت فائدہ مند ہے، اور اس کے بچے کی پیدائش کے بعد اس کے قدرتی سائلز کے بیٹ واپس لانے کے لئے میں مدد ملتی ہے۔ یہ ماں اور بچے کے درمیان اور جلد سے جلد رابطے کے ذریعے تعلقات کے لئے ضروری ہے۔

آخر میں، ہم نے ذاتی طور قدر دودھ پلانا ہمارے منیب کی وجہ سے - سستیان مدت مکمل ہو جائے " کرنے کے لئے تھا تو اسلام پر ماں دو سال کی عمر تک اس کے بچے کو دودھ پلانا کہ (قرآن کے ذریعے) کی سفارش

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"I breastfeed my twin girls, Aliza and Aiza, because it is essential for bonding between me and my babies through skin to skin contact"

میں آپس جڑواں بچیاں الیزا اور عازرا کو چھاتی کا دودھ دیتی ہوں کیونکہ میرے اور میرے بچوں کے درمیان بندھن جو کہ جلد کا جلد کے ساتھ تعلق سے پیدا ہوتا ہے کیونکہ یہ ضروری ہے




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**Community Partnerships**

**T** together  
**E** everyone  
**A** achieves  
**M** more

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**How does breastfeeding help your baby?**

Breastfeeding helps your baby to continue to grow outside the womb. It is a natural progression! Colostrum (first milk) and breast milk have all the essential nutrients in all the right amounts to develop and protect your baby. It is the best food and medicine you can give to your precious baby!

- Gives your baby 32% more brainpower that improves memory, speech and ability to think and understand information.
- Has 10x more vitamin, which improves eyesight as they see better.
- Reduces ear infections as they hear better.
- Builds twice as strong immune systems to fight off infections such as pneumonia and chest infections as they have 10x less infections than formula fed babies.
- Prevents bacteria/viruses from entering the body which decreases stomach flu and diarrhea by 50%.
- Decreases risk of childhood cancers, sudden infant death, diabetes and obesity.




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## Languages

- Punjabi , Amharic
- Urdu, English
- Vietnamese
- Chinese
- Arabic
- Spanish
- Tigrinya

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"I breastfeed Emilya because it makes me feel happier"  
Breastfeeding reduces the risk of postpartum depression.

ਮੈਂ ਇਮਲਿਆ ਨੂੰ ਆਪਣਾ ਦੁੱਧ ਪਿਲਾ ਕੇ ਬਹੁਤ ਖੁਸ਼ੀ ਮਹਿਸੂਸ ਕਰਦੀ ਹਾਂ  
ਮਾਂ ਦੇ ਦੁੱਧ ਪਿਲਾਉਣ ਨਾਲ, ਪੋਸਟਪਾਰਟਮ ਤਨਾਵ ਹੋਣ ਦਾ ਖਤਰਾ ਘੱਟ ਜਾਂਦਾ ਹੈ

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"Le di pecho a Sofia y ahora a Anthony. La mejor ventaja para mí es el consuelo que puedo ofrecerle a mis hijos en momentos difíciles."

*"I breastfed Sophia and now, Anthony. The biggest plus for me is the comfort I can offer my children during difficult times."*

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ለአንድ ልጅ ከቀየሰ ሲሆን ወተት መውጣት ገንዘብ ለማግኘት ጊዜ ለማግኘት ይህ ለመውጣት ይቻላል።

"I breastfeed Kumba because it is convenient. I can feed her anywhere, anytime"

የህይወት ገደብ ሲሆን ወተት ለማግኘት ጊዜ ለማግኘት ይህ ለመውጣት ይቻላል።

"I breastfeed my daughter Ruheen, because it is a gift of God, full of the best nutrition for our newborn"

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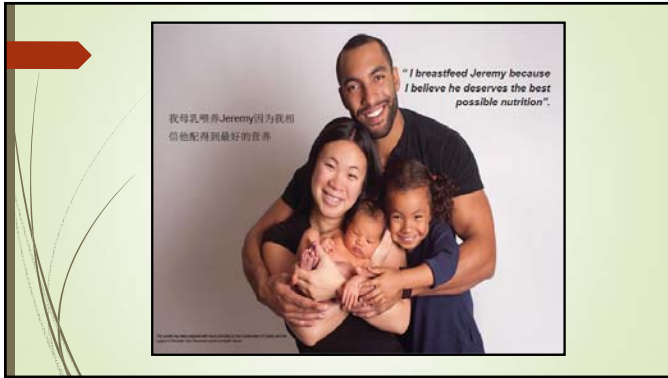
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