



Parent Empowerment Cards

The theme for National Breastfeeding Week 2022 is *“Step Up for Breastfeeding: Educate and Support”*. This year BFI Ontario has created **Parent Empowerment Cards** to provide pregnant, birthing and postpartum families with key information to build their knowledge and confidence. The information found on the cards is consistent with the standards of the Baby-Friendly Initiative.

The Parent Empowerment Cards are intended to be copied back-to-back. Page 1 covers the three trimesters of pregnancy and should be copied back-to-back with page 2 that gives some pointers for labour and birth. Pages 3 and 4 provide some tips for the first 24-48 hours after birth, leaving the hospital/birthing centre and the first few days at home. Page 5 provides information for the first few weeks at home, 6 weeks postpartum, and 2 months postpartum and should be copied back-to-back with page 6 which provides information for 4 months postpartum, 6 months postpartum and over 6 months postpartum.

Possible uses for the Parent Empowerment Cards

- A source of anticipatory guidance for expectant, birthing and postnatal families to help them prepare for the future.
- A tool to help expectant, birthing and postnatal families talk with their health care providers about key issues.
- A tool to help perinatal families organize tasks e.g. purchase an infant car seat.
- A source of information on key topics that families may wish to explore further as they prepare for the future.

Health care providers are encouraged to distribute the **Parent Empowerment Cards** to all perinatal families. Ideally, they can be given out during the first trimester but are also suitable for later distribution.

Please contact Marg La Salle at mlasalle0868@rogers.com if you wish to make any additions or revisions to the Parent Empowerment Cards.

Let's work together to help perinatal families feel more confident and make informed decisions. This is one way that you can *“Step Up for Breastfeeding: Educate and Support”*.

Happy National Breastfeeding Week 2022!