

## *Did You Know...*

- Breastfeeding decreases the risk of many health problems for infants and mothers.
- Breastfeeding is free and environmentally friendly.
- Research shows that well-trained peers encourage more moms to breastfeed and increase the length of time that moms choose to breastfeed.



## *For more information*

For more information about Breastfeeding Buddies, please contact:

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Kitchener Downtown Community  
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Region of Waterloo  
PUBLIC HEALTH



# Breastfeeding Buddies



A peer-based program to  
support breastfeeding moms and  
promote breastfeeding in  
Waterloo Region

## *What is a Breastfeeding Buddy?*

A Breastfeeding Buddy is a caring, committed and trained volunteer who has breastfed.

Buddies provide one-to-one and group support for breastfeeding moms and help connect them with community supports and resources.



### *Buddies...*

- Understand and listen
- Provide encouragement
- Respond to questions and concerns
- Share experiences
- Refer to appropriate resources and services

## *Our Objectives*

Provide moms with the support and information they need to establish and maintain a positive breastfeeding experience.

Increase the length of time moms choose to breastfeed their children.



*Encourage more moms to breastfeed.*

## *What is the "Breastfeeding Buddies Program?"*

Breastfeeding Buddies is a program that was inspired by breastfeeding moms.

We recognize the value and need for mom-to-mom support for successful breastfeeding.

## *Our Goal*

To increase opportunities for moms, their infants and young children to have access to breastfeeding support in Waterloo Region.

