



MEDIA RELEASE

For Immediate Release
December 2, 2019

Streamlining access to local breastfeeding services

HAMILTON, ON – Residents can now connect with breastfeeding support at the touch of a button. Hamilton's Women's and Infants' Safe Transitions Steering Committee has teamed up with Telehealth Ontario, the province's free, confidential health line to make accessing breastfeeding support easier for parents.

People can call Telehealth Ontario 24 hours a day, seven days a week at 1-866-797-0000. Interpretation services are available in over 300 languages in real-time. Breastfeeding experts in Telehealth Ontario's Specialized Breastfeeding Service are available to answer questions, provide a breastfeeding plan, and connect residents with local in-person services that best meet their needs. Of families who have used Telehealth Ontario for breastfeeding support in the past, 85 per cent said they were more likely to continue breastfeeding as a result of their experience.

"Breastfeeding, especially exclusively for the first six months of life, has many benefits for both babies and parents," says Dr. Tamar Packer, Chief, Family Medicine, St. Joseph's Healthcare Hamilton and Hamilton Health Sciences; Primary Care Lead, Hamilton; and member of the Women's and Infants' Safe Transitions Steering Committee. "We know that the first weeks and months of parenthood can be very challenging, so we want to make it as easy as possible for families to get the help they need."

This shift toward streamlined access is a result of consultation with families and supports the Steering Committee's goal to increase exclusive breastfeeding among Hamilton families.

Additional Resources

www.hamilton.ca/breastfeeding

www.ontario.ca//breastfeeding

[10 Facts on Breastfeeding – World Health Organization](#)

The Women's and Infants' Safe Transitions Steering Committee is made up of health service providers from across the continuum of maternal-newborn care. Membership includes representation from Affiliated Services for Children and Youth, City of Hamilton Public Health Services, Hamilton Health Sciences, Maternity Centre of Hamilton, St. Joseph's Healthcare Hamilton, midwives, primary care, obstetrics, and paediatrics. Their aim is to ensure all low-risk births in Hamilton are offered integrated, high quality care throughout pregnancy, delivery and postpartum.

-30-

MEDIA CONTACT:

Antonella Giancarlo
Communications Officer
City of Hamilton
905-546-2424, ext. 5293
Antonella.Giancarlo@hamilton.ca