

Network News



NEWSLETTER OF THE BRITISH COLUMBIA BABY-FRIENDLY NETWORK

Fall 2008

Members of the BC Baby-Friendly Network

BC Lactation Consultants Association
BC Association of Pregnancy Outreach Programs
BC Dental Hygienists Association
BC Dietitians' and Nutritionists' Association
BC Perinatal Health Program
BC Naturopathic Association
Breastfeeding Matters, Southern Vancouver Island
Breastfeeding Committee for Canada
Children's & Women's Health Centre of BC
Douglas College Perinatal Department
Fraser Health Authority
Interior Health Authority
La Leche League BC and Yukon
Midwives Association of BC
Ministry of Healthy Living and Sport
Northern Health Authority
Prince George Perinatal Services Steering Committee
Quesnel Perinatal Committee
Public Health Agency of Canada
Quintessence Foundation
Vancouver Coastal Health Authority
Vancouver Island Health Authority

Fall Greetings from the 'Network'!

We are pleased to announce that the Network News - the Newsletter of the BC Baby-Friendly Network has been relaunched with this issue.

We are back! After a break of about two years we are pleased to relaunch our newsletter. In order to report on activities from across BC we invite you to submit information or articles about BFI activities, progress (successes and challenges) for inclusion in future editions of the newsletter. To submit articles contact Barbara Selwood at bselwood@phsa.ca.

Each year in preparation for World Breastfeeding Week, (October 1 -7) the WBW subcommittee of the 'Network' compiles a variety of materials to assist in planning your World Breastfeeding Week event. The list starting on page 7 summarizes the current materials available for download from the BCBFN website - www.bcbabyfriendly.ca. Archived materials from previous WBW are also available. These resources may be downloaded, printed, copied and distributed for any educational purpose that is in compliance with the International WHO Code on Marketing of Breastmilk

Substitutes. There's something for all your WBW needs!

Congratulations to the BFI Steering Committee and staff at GR Baker Memorial Hospital in Quesnel on receiving their Baby-Friendly designation last January. GR Baker is currently the only hospital west of Ontario to receive designation. Although the journey was lengthy and sometimes challenging ...“the work put into this achievement by many dedicated staff at GR Baker Memorial has been worth it for the mothers and babies we care for, and for our facility,” said Fraser Bell, Quesnel Health Services Administrator, at the designation celebration.

Last November the BCBFN held a planning session to develop our strategic plan for the 2008 – 2011 period. A “balanced scorecard” approach was used to establish objectives, align actions and measure success in achieving the defined mission of the Network. The four quadrants of the scorecard include the following areas: financial/strategic, operational, client needs and satisfaction and member needs and satisfaction. Some of the areas of focus are the revival of this newsletter, defining target members and establishing a recruitment process. Also a priority is to refresh and conduct the provincial 10-step BFI tracking survey – our first survey was completed and published in 2004. We will also be exploring and expanding our “reach” to rural and remote BC regions through increased use of technology.

The provincial 10-step BFI tracking survey will be ready for distribution within the next few weeks. We are encouraging all facilities providing maternity services (hospitals and community health offices) to complete and return the survey. This is a way of documenting the progress being made in relation to BFI in British Columbia.

The BCBFN is pleased to participate in and support the 2009 Breastfeeding Conference sponsored by the BC Perinatal Health Program. Being able to celebrate the 10th anniversary of the launch of the Baby-Friendly Initiative in Canada with international, national and regional speakers is exciting. The Provincial/Territorial committees have been invited to submit a poster regarding BFI activities in their respective province. Being from the host province the Network is looking forward to showcasing activities across our province. Please contact bselwood@phsa.ca regarding your BFI activities so they can be included in the BFI activity summary presented for BC.

Barbara Selwood, Chair
BC Baby-Friendly Network



Editorial Committee

Barbara Selwood, Jacqueline Pinksen

Statements and opinions expressed in this newsletter are those of the authors and not necessarily the opinion of the Network or member organizations.

WORLD BREASTFEEDING WEEK

OCTOBER 1 TO 7, 2008



THEME FOR THE WEEK...

Mother Support: Going for the Gold – Everyone Wins When Babies Breastfeed!

Visit the BCBFN Website for World Breastfeeding Week Resources

Each year, the BCBFN collates a variety of materials to assist in planning your World Breastfeeding Week event. See page 7 for a listing of our current materials. There is also a link to archived materials from previous years. From posters to brochures to power point presentations, there's something here for all your WBW needs!

Visit our website www.bcbabyfriendly.ca to download, print, copy and distribute any of the items on this page for any educational purpose that is in compliance with the International WHO Code on Marketing of Breastmilk Substitutes.

We hope you find these materials helpful and welcome your feedback

Invitation for Submissions!

The WBW committee of the BCBFN is always looking for submissions for our WBW web page. Interested?

HEALTH PROMOTION IN ACTION: QUINTESSENCE BREASTFEEDING CHALLENGE GOES GLOBAL IN 2008

Date: October 11th

Time: "latch on" at 11am local time

Quintessence is inviting all BC health units and hospitals that provide care to new mothers and young children to demonstrate their support of breastfeeding and join in. It is very easy - register as a site and then email the number of babies breastfeeding at 11am local time into www.babyfriendly@canada.com. If there are only a few mothers and babies involved no paperwork is required - just an email and we will add your number onto the total. The Quintessence Foundation site has handouts and certificates that can be downloaded. There is no cost.

If your hospital registers and does not have any patients breastfeeding on the day of the event, the listing is removed.

Join the Global Breastfeeding Challenge 2008!

Women around the world will be putting their hands up to be counted in on October 11th at 11am local time. This fun health promotion event is for the most children at one site, the country with the most participants and in North America the Challenge is for the largest number of participants, in one area. Whether you have organized a site before or not join us and take part!! Sites vary from one or two mothers to hundreds and every child counts. **Register a site today.** It costs nothing and is very easy to do. This year the event has gone global! Currently, there are about 14 countries involved and the number is growing. We would truly love to show the media that all of North America is concerned about breastfeeding. It does not matter how big or how small the site, every baby counts. We hope you will join us this October 11th in showing not only the rest of the world but your own community, how important breastfeeding is for a good start in an infant's life.

Please help support breastfeeding by sharing this invitation with your contacts.

Check out and register at <http://www.babyfriendly.ca>

**Put up your hand up for
breastfeeding and be counted
in on October 11, 2008!**

Submitted by Frances Jones, Quintessence Foundation


Lieutenant Governor

Canada
Province of British Columbia
A Proclamation

ELIZABETH THE SECOND, by the Grace of God, of the United Kingdom,
Canada and Her other Realms and Territories, Queen, Head of the
Commonwealth, Defender of the Faith

To all to whom these presents shall come – Greeting

WHEREAS breastfeeding is an unequalled way of providing the ideal food for the healthy growth and development of infants, and

WHEREAS breastfeeding is an integral part of promoting reproductive health with important implications for the health of women, and

WHEREAS the World Health Organizations: Global Strategy on Infant and Young Child Nutrition calls on governments world wide to create environments that enable mothers, families and other caregivers to make informed choices about optimal feeding practices for infants and young children, and

WHEREAS World Breastfeeding Week provides an opportunity for the global society to rededicate itself to protecting, promoting and supporting breastfeeding, and

WHEREAS this year's World Breastfeeding Week theme is "Mother Support: Going for the Gold", and

WHEREAS October 1 to 7, 2008, marks the global celebration of World Breastfeeding Week in Canada and other countries, and

WHEREAS Our Lieutenant Governor, by and with the advice and consent of the Executive Council, has been pleased to enact Order in Council 903 on October 11, 2002;

NOW KNOW YE THAT We do by these presents proclaim and declare that October 1 to 7, 2008, inclusive, shall be known as

"Breastfeeding Week"

in the Province of British Columbia.

IN TESTIMONY WHEREOF We have caused these Our Letters to be made Patent and the Great Seal of Our Province to be hereunto affixed.

WITNESS The Honourable Steven L. Point, Lieutenant Governor of Our Province of British Columbia, in Our City of Victoria, in Our Province, this fifth day of August, two thousand eight and in the fifty-seventh year of Our Reign.

BY COMMAND.



ATTORNEY GENERAL
AND MINISTER RESPONSIBLE FOR MULTICULTURALISM

GR Baker Memorial Hospital Receives Baby-Friendly Designation!

In January 2008, GR Baker Memorial Hospital in Quesnel received Baby-Friendly designation. GR Baker is among only 9 hospitals across Canada, and the first west of Ontario, to achieve this status. Fraser Bell, Quesnel health services administrator, said "the process has been a long one...but the work put into this achievement by many dedicated staff at GR Baker Memorial has been worth it for the mothers and babies we care for, and for our facility." Quesnel began the process toward BFI designation in 1999.

The Quesnel committee, chaired by Judy Radysh and supported by hospital program manager Cindy Reed developed policy and practices with input from every department of the hospital and community.

Barbara Selwood, Chair of the BC Baby-Friendly Network, representing the Breastfeeding Committee for Canada presented the plaque to Judy Radysh and Cindy Reed. Dr. Duncan Farquharson, Medical Director, BC Perinatal Health Program also traveled to Quesnel for the designation celebration.

Proud committee members show off 'their' plaque.....



**AN EXCITING EVENT IN 2009.....
MARK YOUR CALENDAR!**

National Breastfeeding Conference

February 19 - 21, 2009

Vancouver BC

Breastfeeding: The Smart Choice Stepping Up to Baby-Friendly

This conference and workshop celebrates the 10th anniversary of the launch of the Baby-Friendly Initiative in Canada. The conference will focus on achieving best practices in breastfeeding promotion, support for improving duration including the Baby-Friendly Initiative, policy, ethics, evidence, celebrating successes, issues and challenges.

Pre-conference Workshop: February 19th with Dr. Nils Bergman

Conference: February 20th and 21st

Keynote Speakers include:

Ron Barr, MD

Nils Bergman, MD

Louise Dumas, PHD

Michael Kramer, MD

Joan Meek, MD

Aleck Ostry, MD

Pam O'Sullivan, RN

Joan Reiter, RN

Nancy Wight, MD

Call for Poster Abstracts

You are invited to submit an abstract for a poster presentation. Submissions should focus on breastfeeding or lactation initiatives, e.g. program, projects, research, or survey outcomes that are of interest to those attending the conference. Detailed guidelines and instructions are available at www.bcphp.ca. Submission deadline is October 31st, 2008.

Details on the conference will be available on the BC Perinatal Health Program Website, www.bcphp.ca, select the 2009 Breastfeeding Conference.

Submitted by Barbara Selwood, Chair, Conference Planning Committee

bselwood@phsa.ca

News from the.....

*Breastfeeding Committee
for Canada*



*The National Authority for
the BFHI/BFI in Canada*

BCC Governance Transformation

At the 2006 Annual General Meeting, the BCC voting members tasked the BCC Board with the mandate to restructure to be more accountable to, and inclusive of, the provinces and territories by acknowledging the responsibility of the provinces and territories to implement the BFI, and thus to increase the BCC capacity and effectiveness.

Process: The BCC Transition Task Force (TTF) was struck with the objectives of identifying the strengths and concerns with the current structure of the BCC and to review alternate models. Consultations were conducted with multiple stakeholders. Findings and recommendations were presented to the BCC Board in September 2007, and discussed with the BCC P/T Committee in November 2007.

Key issues identified:

1. The BCC, as National Authority on BFI, supports implementation at the P/T level.
2. Capacity and sustainability: Voting members who are strategically placed to make policy decisions in provincial/territorial governments/committees/ hospital services are key. Each province needs to be represented in a way that is most beneficial to the province.
3. National standards/ Assessment of the BFI: Access to BFI experts for consultation and guidance is essential in adopting best practice. Capacity building at the P/T BFI Committee/ Coalition level will be addressed by providing resources, education and information regarding BFI standards/ best practice and BFI assessment tools.
4. Professional Bodies/ Organizations: The involvement of professional bodies from the days of the Health Canada Expert Working group on Breastfeeding has raised the profile of breastfeeding and the BFI in Canada and within the member associations/ organizations. As voting members of the BCC, professional representatives have been limited in their

capacity to engage in day-to-day BCC work. When discussing the proposed model, these representatives indicated their willingness to liaise and consult with the BCC in the future. New stakeholders identified are keen to get involved. The BCC plans to develop sustained partnerships with national professional associations for key stakeholders, including visibility during their national conferences through displays and speakers.

5. Communications is vital. Teleconferencing and translation of the newsletters into French has been made possible through PHAC support. Stakeholders are required to be kept informed of the transformation progress.

Recommendations: The consensus was that the BCC will continue the national work of the Canadian BFI authority and build capacity at the P/T BFI Committee/ Coalition level by providing education and information regarding BFI standards/ best practice and BFI assessment tools.

For leverage and legitimacy with policy and decision makers at the P/T level, of particular value are:

- The BCC link to WHO/ UNICEF and other BFI initiatives in industrialized countries
- The BCC link to PHAC and the federal government
- The BCC link to professional bodies and organizations that are able to influence best practice standards and policy
- The national standards for assessment and designation of Baby-Friendly facilities

To facilitate the practical aspects of BFI implementation at the P/T level, and to maintain a consistent national standard, of particular value are:

- Access to BFI experts
- The opportunities to network and share achievements and strategies
- The development of useful tools such as the breastfeeding definitions, to move their surveillance work forward.

Models: The model recommended enables us to move forward, addressing some of the capacity issues at the P/T level, and conserving our highly valued volunteers.

By-laws: The by-laws were revised to reflect the recommended changes to the BCC governance and circulated to the Board members and accepted at the 2008 annual General Meeting.

Excerpt taken from the April 2008 BCC Newsletter

BC Nurses attend a ‘train-the-trainer’ Model for Breastfeeding Education

Using a ‘train-the-trainer’ model, the BC Perinatal Health Program (BCPHP) provided education and materials to 92 experienced nurses from around BC. This model is designed to: enable experienced nursing staff to deliver, at the local level, a 20-hour breastfeeding course that meets provincial guidelines and the WHO/UNICEF education criteria; and to provide a consistent standard of evidence-based breastfeeding education for staff that support and care for mothers and infants.

With ACTNow BC Initiative support, the BCPHP organized and delivered three five day ‘train-the-trainer’ education sessions to enable participants to teach Breastfeeding: Making a Difference[®] (a 20-hour breastfeeding course that met the WHO/UNICEF education guidelines). The course authors were contracted to deliver the sessions. Attendees were provided with all resources required to deliver the course at the local level – PowerPoint presentations for teaching the 20-hour course, teaching resources (books, CD ROMs, teaching aids), participant handouts and registration and evaluation templates. Financial resources provided to attendees included travel to Vancouver and hotel accommodation including food for five days.

The Health Authorities participating identified educators / practice leaders meeting specific criteria: RN in acute or community, an advocate for breastfeeding who currently provides breastfeeding support, has the ability willingness and support to teach the Breastfeeding: making a Difference[®] course to acute and community colleagues. Participants also agreed to participate in the ongoing evaluation of the model.



Preliminary results indicate:

- Enhancement of knowledge and teaching and support skills for the trainers.
- Four of the five Health Authorities participating in the model have provided one or more education sessions.
- To date 17 courses have been delivered across the province to about 255 participants. Where implementation has not yet occurred, funding constraints for breastfeeding education has been identified as a factor.
- Response from participants at the local level is very positive.
- Participants report the education has helped them to change their practice.

Submitted by Barbara Selwood, BCPHP



Vancouver Coastal Health completes the draft of their Policy and Guidelines for Feeding Healthy Term Infants

Vancouver Coastal Health (VCH) is committed to supporting healthy lives in healthy communities by establishing breastfeeding as the cultural norm for women, children, and families through care, education and research. We endorse the recommendation of the World Health Organization (WHO) for exclusive breastfeeding to the age of six months and provision of safe, appropriate, and locally available complementary foods, with continued breastfeeding for up to two years of age and beyond.

In the fall of 2006, the VCH Breastfeeding Policy Development Steering committee comprised of representatives from acute and community programs from each of the three Health Service Delivery Areas (HSDAs) began work on an infant feeding policy that would promote, protect and support breastfeeding. We produced Guidelines for Policy Development in May of 2007 outlining our

vision, mission, guiding principles, and a framework for action. We have now completed work on the final draft of the Policy and Guidelines for Feeding of Healthy Term Infants and are in the consultation process.

The proposed policy would apply to all sites within VCH and to all health care professionals, other staff and volunteers. It outlines best practices regarding the feeding of healthy term infants, prenatally, during labour and birth, and postpartum, both in hospital and in the community. A guideline for supplementation when medically necessary is included. The proposed policy adheres to the WHO/UNICEF Ten Steps to Successful Breastfeeding and the Seven Point Plan for the Protection, Promotion and Support of Breastfeeding in Community Health Services based on the United Kingdom Baby-Friendly Initiative.

Submitted by Leslie Mills, Vancouver Community Health, Vancouver Coastal Health

Breastfeeding Resource Catalogue compiled...

The BC Association of Pregnancy Outreach Programs would like to present the *Breastfeeding*

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CMA has a revised ethics policy

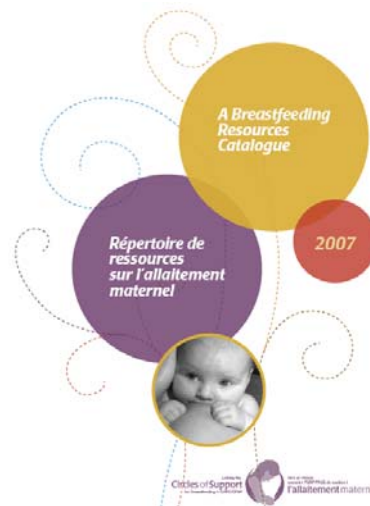
The CMA Guidelines for Physicians in Interactions with Industry ethics policy has recently been revised. This document provides a framework that is intended to help physicians make ethical decisions when interaction with representatives from industry, undertaking industry-sponsored research or addressing some of the potential conflicts that arise when private industry is involved in medical care or education.

The website to review the guideline is:
http://www.cma.ca/index.cfm/ci_id/3262/la_id/1.htm

World Breastfeeding Week 2008 resources compiled by the Network

The WBW subcommittee of the BCBFN has compiled resources to assist colleagues around the province and beyond with planning and carrying out activities to celebrate World

Resources Catalogue. This resource was completed in October 2007. It is a compilation of over 500 different breastfeeding resources and is the result of an extensive inventory conducted during the winter and spring of 2006. At the time, CAPC and CPNP projects across Canada were invited to



submit the various tools they used in promoting, protecting and supporting breastfeeding with their participants, including locally made tools and resources. More than 100 projects, from all provinces and territories across the country, submitted resources in both English and French.

The electronic version of the catalogue is available

from the BCAPOP website at:

<http://www.bcapop.ca/> under the National Project on Breastfeeding section. Please feel free to download and share with your coworkers and community partners.

Submitted by Jacqueline Pinksen, BCAPOP

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Breastfeeding Week 2008. The resources may be downloaded, printed, copied and distributed for any educational purpose that is in compliance with the International WHO Code on Marketing of Breastmilk Substitutes. Visit the Network website at www.bcbabyfriendly.ca for any of the following resources:

Planning a WBW Celebration - Want to have a celebration, but don't know how to find time to get organized? This is the detailed, minute-to-minute guide you have been waiting for!

Official Province of British Columbia Proclamation of Breastfeeding Week, October 1-7, 2008

Breastmilk is Liquid Gold!^{PDF} (907KB download) A poster describing the many benefits of breastfeeding.

Motivational Breastfeeding Poster Series: A series of posters with a variety of captions. These posters are available both in 16x20 size (JPG, around 200 KB), or 11x14 size (JPG, around 150 KB). Model consent is on file & available on request.

Support [large](#) or [small](#)
Satisfaction [large](#) or [small](#)
Protection [large](#) or [small](#)
Preferred [large](#) or [small](#)
Healing [large](#) or [small](#)
Family [large](#) or [small](#)
Connection [large](#) or [small](#)

Breastfeeding Wheel^{PDF} (490KB download) An interactive tool which addresses mom's questions and concerns about breastfeeding. Cutting & assembly instructions are included.

What's In Breastmilk Poster^{PDF} (420KB download) Did you ever wonder what's in breastmilk, compared to formula? This poster answers that question in a very dramatic way. (You can read it through on-line, but if you want to print it out you will need to print it in the full 22" X 72" format.) Instructions for this poster are [here](#) and there is also a document of [references](#) which support the information in the poster.

Breastfeeding Welcome Here Agencies and Health Regions have modified the International Breastfeeding Symbol sign to create a "Breastfeeding Welcome Here" sign to express their support for breastfeeding. Here is an example of the symbol modified with a Health Region Logo. You can use your own health region or organization logo. This would make a good grass-roots project for breastfeeding coalitions to post these throughout their community!

Postcards! With Breastfeeding Everybody Wins! Two versions of a postcard - mothers can fill out and send to a health care provider that helped them with breastfeeding. This is a wonderful way to support the supporters – would make an excellent inclusion for a WBW event gift pack.

Breastfeeding Postcard - General^{PDF} (83 KB download)
Breastfeeding Postcard - WBW Themed^{PDF} (140 KB download)

Milk Bank Poster^{PDF} This poster clearly describes how milk banking works, both from the giving and also from the receiving perspective. It makes an eloquent statement on the importance of Canada's only human milk bank.

Baby Manual for Dads^{PDF} (563KB download) A light-hearted tool for supporting breastfeeding (24 hour crib-side assistance) specifically for Dads, from the Durham Region Health Department, Whitby, Ontario.

Breastfeeding Your Baby - Important Information for New Mothers^{PDF} (1.33MB download) A 16 page comprehensive leaflet from the [BFHI in Ireland](#).

When a Breastfeeding Mom Needs to Use an Electric

Breast Pump (446 KB download) Helpful brochure for mothers on pumping and storing breastmilk.

Hand Expression Video (7min33sec streaming video; requires fast internet connection) Think hand expression is unnecessary or too difficult? Dr. Jane Morton offers a free video that demonstrates how to teach mothers (or how to learn for oneself) the technique for hand expression of breast milk. Dr. Morton is Director of Breastfeeding Medicine at Lucile Packard Children's Hospital (LPCH) and a Clinical Professor at Stanford University School of Medicine.

Skin-to-Skin and Early Breastfeeding Issues Resource List Links to selected resources that provide information and support for early breastfeeding issues.

Door Hanger^{PDF} A door hanger that doesn't just lie around looking lovely: one side alerts would-be visitors that mother and baby are resting; the other side teaches mom all about how to nurse lying down.

Supporting and Accommodating Breastfeeding - Policy^{PDF} Memorial University in Newfoundland and Labrador have developed a policy that addresses the need for support and accommodation for breastfeeding students and employees at their University.

What if I Want to Wean My Baby? Diane Weissinger helps a mother through the process of deciding when weaning will be best for her and her baby. (Permission from D. Weissinger granted.)

Joint Position Statement on Breastfeeding from the Canadian Nurses Association and the Canadian Association of Midwives^{PDF} (138KB download) Two versions, showing either organization listed first.

Linking the Circles of Support for Breastfeeding^{PDF} (warning! 18MB download) This catalogue contains a variety of tools used by CAPC and CPNP projects in promoting, protecting and supporting breastfeeding with their participants, including locally made tools and resources. More than 100 projects, from all provinces and territories across the country, submitted over 500 different resources in both English and French. Do visit their [website](#) for more resources.

Archives from previous WBW materials are also available for downloading from the website.

Submitted by Sandra Yates, Chair of the BCBFN WBW sub-committee

WBW Horoscope and Aficionado

Test

ARE YOU A FULL-ON WORLD BREASTFEEDING WEEK AFICIONADO? OR ARE YOU A PISCES? TAKE THIS TEST AND SEE HOW YOU RATE.

In the months leading up to and including World Breastfeeding Week this year, how many of the following 15 activities have you done or will be doing (for sure, now):

- Read an article on World Breastfeeding Week. (Hey! [This](#) is an article – tick that box!)
- Check out the 2008 offerings on the WBW page of the BC Baby Friendly Network website: www.bcbabyfriendly.ca
- Actually download some of the items from the BCBFN WBW page. (What you do with them is up to you.)
- Share with mothers, fathers, peers or students, some of the items from the BCBFN WBW page (upping the ante!).
- Help to plan some of the WBW activities in your community. (Could include emails, phone calls, meetings, and late-night talks, sometimes involving wine.)
- Participate in the Quintessence Breastfeeding Challenge (bonus point for anyone already involved in Challenge activities). See the Quintessence Foundation website for more details: www.babyfriendly.ca.
- Wear a WBW button, or a Golden Bow – see www.unicef.ca for a description of the Bow. (You know how the Golden Bow works, right? One loop represents the mother, the other loop represents the baby, and everybody else is all tied up in knots helping them get breastfeeding established.)
- Sell or purchase raffle tickets for local WBW events. (You could win a gorgeous quilt for your daughter to use every day when she curls up in front of the TV ... how many times have I told her she should get outside in the sunshine, do something productive, clean up her room, help me tie these #*!%&* bows, I have hundreds to do, and it's not like I don't have anything else to do, like have a life or anything ...)
- Speak, or entertain at a WBW event.
- Photograph a WBW activity or event. (Here's an idea – take a picture of a mother breastfeeding her baby – good, eh?)

- Spread the word about WBW - tell mothers and others.
- Create something new for WBW that is shared with others (e.g. a poster, a handout, a letter to the editor, cupcakes with one of those big chocolate chips right in the centre so they look like breasts.)
- Smile at a mother who is breastfeeding her baby and give her a thumbs-up.
- Smile at a mother who is breastfeeding her baby and give her a thumbs-up.
- Smile at a mother who is breastfeeding her baby and give her a thumbs-up.

Scoring

Count up the number of boxes you ticked.

If your score is 15: Congratulations! You are almost certainly a Scorpio and you qualify as a full-on World Breastfeeding Week Aficionado. In fact, you may have invented WBW. Did you?

If your score is between 10 and 15 you are likely a Pisces. You're passionately involved, but you can see all sides of every issue and, frankly, it's bloody exhausting. Focus. Focus. Feet on the ground. Okay. Now go out there and get it done!

If your score is between 5 and 10, you are probably keeping your options open in case a better activity comes along. Are you a Capricorn?

If your score is 1-5 you are out there plumping for WBW, but planetary forces are such that opportunity is being blocked right now. Wait five minutes and try again. A decent rating for any sun sign, really, when you think about it.

If your score is 0. Poor thing. Go back and read the first item. See? It's not so bad. Tick the box. You'll feel better. And you know what? Your Sun Sign doesn't matter anyway, it's more to do with your Moon Rising, I've heard.

Disclaimer: Please do not make important life decisions based on any of the horoscological information in this article. I cannot take responsibility. Do not read if pregnant or lactating. Do not write to me if your sun sign was not mentioned – I only have 3 sun-signs in my immediate family and I am not willing to re-marry or have more children just to learn about their darn signs. Please see your doctor (or nurse). Wear sunscreen but remember that the sun is still important to help your skin make Vitamin D. Vitamin D makes you happy.

Submitted by Sandra Yates