

Misericordia Community Hospital earns Baby-Friendly designation to better support moms and infants

World Health Organization and Breastfeeding Committee for Canada recognize MCH for achieving international standards to enhance breastfeeding

The Misericordia Community Hospital earned Baby-Friendly designation by implementing a number of best practices that support new mothers with breastfeeding.

“We are delighted to have received this designation,” says Gail Cameron, Senior Director of Operations, Women’s & Child Health, Covenant Health. “This is a tribute to the entire hospital’s dedication to improving care for the mothers and babies we serve.”

“I want to thank the incredible hard-working team who worked on achieving this prestigious designation for Misericordia Community Hospital,” says Jon Carson, Edmonton-Meadowlark MLA. “The Baby Friendly designation does wonders to support families and ensure mothers giving birth at this facility are supported in breastfeeding their babies.”

Staff completed extensive breastfeeding education and training to enable them to support mothers with prenatal education through their discharge from the hospital. Breastfeeding has a number of benefits, including long-term protection from illness, faster healing after delivery and bonding between mother and baby.

“The Baby-Friendly designation is an external confirmation of the high standard of care provided to all mothers and babies at the Misericordia Community Hospital,” says Maxine Scringer-Wilkes, assessor with Breastfeeding Committee for Canada. “This celebration is a recognition of the hospital’s collaboration, co-operation and dedication to the community they serve.”

Protecting, promoting and supporting breastfeeding through evidence-based care ensures every woman who gives birth at the Misericordia receives the support she needs to help her baby get the best start in life.

“Skin-to-skin was amazing,” says Rosa Hawthorne. She gave birth to her first child, Vivian, at the Misericordia Hospital in May. “Everybody was fantastic—the nurses were amazing and knew what I needed before I did.”

The Baby-Friendly Initiative is a worldwide strategy of evidence-based standards that enhance infant feeding. It was developed by the [World Health Organization](#) and implemented in Canada by the [Breastfeeding Committee for Canada](#). The program encourages hospitals and community facilities to strengthen their contribution of health services to infant and maternal health by protecting, promoting and supporting breastfeeding.

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