

SERVICES CLINIC

The Newman Breastfeeding Clinic & Institute (NBCI) is staffed by a multi-disciplinary team of healthcare professionals including International Board Certified Lactation Consultants, Physicians, Nurses, La Leche League, Doulas, and visiting Naturopaths. NBCI offers support and treatment for mothers experiencing breastfeeding challenges and presents prenatal breastfeeding classes for expectant families. We provide consistent and evidence-based information that empowers mothers to successfully reach their own breastfeeding goals.

Our areas of expertise include:

- ◆ Prevention of breastfeeding challenges
- ◆ The not-yet-latching baby
- ◆ Sore nipples and breast pain including:
 - *Candida albicans*, Mastitis, Abscess
- ◆ Milk supply issues
- ◆ Multiples
- ◆ Induced lactation for surrogacy/adoption
- ◆ Unique challenges including:
 - Tongue tie, cleft palette, Trisomy 21



INSTITUTE

NBCI offers educational courses for lactation consultants, physicians, midwives, nurses, naturopaths, doulas, and those wishing to sit their IBLCE exam to become a professional Lactation Consultants. Institute brochure may be requested by emailing breastfeeding@ccnm.edu.

PRENATAL BREASTFEEDING CLASS

Our focus is to get mothers off to the best possible start by providing comprehensive information on:

- ◆ The physiology of lactation
- ◆ The importance of skin-to-skin care
- ◆ Care of the newborn
- ◆ Evidence-based breastfeeding practices

We no longer receive government funding for our clinic. Please consider a donation to the Canadian Breastfeeding Foundation, a registered charity, and indicate that the donation should be directed to the Newman Breastfeeding Clinic & Institute. www.canadianbreastfeedingfoundation.org.

We graciously acknowledge the generous support of The Zukerman Family Foundation and The Canadian Breastfeeding Foundation.

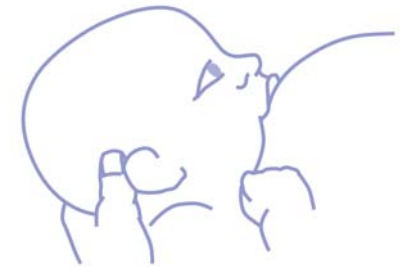
NEWMAN BREASTFEEDING CLINIC & INSTITUTE

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NEWMAN BREASTFEEDING CLINIC & INSTITUTE



*Empowering Mothers
To Achieve Their Own
Breastfeeding Goals*

NEWMAN BREASTFEEDING CLINIC &

HISTORY

Dr. Jack Newman established Canada's first breastfeeding clinic in 1984 at The Hospital for Sick Children. Soon he opened clinics in several Toronto hospitals as the need for his expertise grew.

The Newman Breastfeeding Clinic & Institute, NBCI, was co-founded by Dr. Jack Newman and Edith Kernerman in 2005 and is now based in the Canadian College of Naturopathic Medicine, in Toronto, Canada.

Our practitioners keep up to date with current breastfeeding and birthing practices through professional conferences, research, workshops, and continuing education courses. Furthermore, we continue to learn on a daily basis from the mothers and babies we help.

We are able to converse with mothers in French, Spanish, and a number of other languages and our handouts are available in these languages as well as in Chinese. We have an instructional DVD available in both French and English, "Dr. Jack Newman's Visual Guide To Breastfeeding, with Jack Newman and Edith Kernerman".

MISSION STATEMENT

To empower mothers to achieve their own breastfeeding goals by providing compassionate and comprehensive support along with current and consistent advice by informed practitioners.



Our facility is completely World Health Organization (WHO) CODE compliant.

OUR PURPOSE

At NBCI, we understand the frustration felt by mothers who have received contradictory and conflicting advice about breastfeeding. We recognize the importance of empowering these mother through consistent education and understanding. In a supportive and relaxed atmosphere, we teach mothers how to:

- ◆ Guide and encourage baby to self latch
- ◆ Achieve the best latch possible
- ◆ Tell the difference between a baby's sucking and actually getting milk
- ◆ Recognize early feeding cues
- ◆ Know when baby has really had enough
- ◆ Relax so they may enjoy a calm and positive breastfeeding experience

