

# THE CANADIAN BABY & CHILD CARE ENCYCLOPEDIA

The Encyclopedia is the best single source of printed childcare information in Canada.

It has been endorsed by over **400 physicians** across the country.


The Canadian Baby & Childcare Encyclopedia **will now be printed entirely in full colour.** This means that your ad can be placed adjacent to appropriate editorial.

New user friendly editorial has been added including chapters on:

- bathing and washing
- diapering your baby
- childhood education

chapter 2 By Maureen Thorpe, RN Lactation consultant

## Breastfeeding a good start



Trust Centrum Materna to provide the extra nutritional support needed once your baby arrives.

how they want to feed their babies and more and more men are supporting them.

**THE DECISION IS MADE**  
Many women say they thought breastfeeding was 'natural' - that it would just happen, like having the perfect birth. Some babies are born knowing what to do and some mothers feel very comfortable breastfeeding. Some babies don't seem to get the idea right away - and some mothers feel as though they have two left arms and really need three.

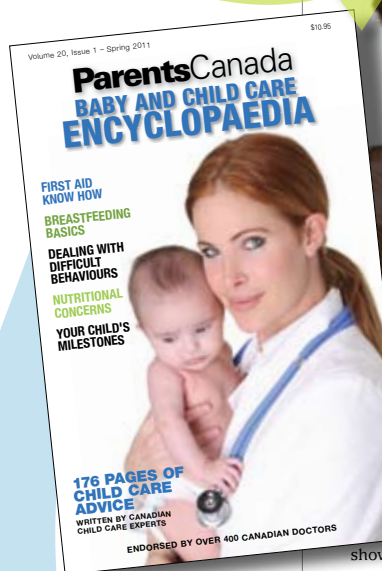
**GET SUPPORT**  
First, and most important, you need to organize support.  
The key to making your breastfeeding experience pleasurable is to find another mother who breast-fed and enjoyed it. Many communities have a support network, so if you are new to the area, call your local Health Department, La Leche League or look for a lactation consultant in the phone book. They can tell you what is available.  
If you contact someone before you have your baby it will be easier to talk to them afterwards.

**Classes, books and videos**  
While you are talking to people, find out if there are any breastfeeding classes in your area. Again, health departments, La Leche League and lactation consultants

IN A GROUP OF MOTHERS WERE ASKED WHY THEY WERE BREASTFEEDING, they said, "My husband's family encouraged me to breastfeed as much as possible," and "I knew breast milk was the best possible food; it gives my baby everything she needs to grow up healthy," and "I understand that breast milk protects my baby from germs." These are powerful words from mothers. When you breastfeed, studies have shown you may be protecting yourself by reducing your chances of developing breast cancer and cancer of the ovaries. We also know that the longer you breastfeed, you may be reducing the chances of your baby getting juvenile diabetes and some childhood cancers. Breast milk is a powerful fluid. It is human milk for human babies. More and more women are deciding that is

www.materna.ca

parentsCanada.com 11



# THE CANADIAN BABY & CHILD CARE ENCYCLOPEDIA

## Special Chapter Sponsorship

You can now sponsor a whole chapter.

Here's what you receive:

- |                    |   |   |
|--------------------|---|---|
| <b>VALUE</b>       | — |   |
| \$10,000           | — | full-page ad anywhere within the chapter  |
| \$5,000            | — | each page in the chapter will feature your logo and website at the bottom of the page, plus sidebar on each page in your corporate colour |
| \$5,000            | — | your logo will appear at the top of the first page of the chapter; you can also place a message of up to 20 words just below your logo    |
| \$3,000            | — | your logo will appear with other sponsors on the outside back cover   |
| \$5,000            | — | your CEO will receive a full-page introduction page at the front of the book to talk about their contribution to Canadian families        |
| \$2,000            | — | you will receive 500 copies of the Canadian Baby and Child Care Encyclopedia to use as a free giveaway                                    |
| \$3,000 (6 months) | — | chapter sponsored online at parentsCanada.com   |



<b>TOTAL VALUE</b>	<b>YOUR INVESTMENT</b>
<b>\$33,000</b>	<b>\$22,000 net</b>

Call Meghan or Laura in Toronto **416-537-2604**  
or Marielle in Montreal **514-697-4352**  
with your sponsorship today.