



Breastfeeding Canada

Newsletter Of The Breastfeeding Committee For Canada.

Issue 8: July 2010

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Annual General Meeting *June 15, 2010*

Background

The Breastfeeding Committee for Canada is a registered not for profit organization dedicated to the protection, promotion and support of breastfeeding as the normal method of infant feeding and the implementation of the Baby-Friendly Initiative in Canada.

The BCC is a volunteer organization that does not have any public or private funding. The Board extends their sincere appreciation to all our volunteers for their devotion to moving breastfeeding best practice forward in Canada.

Structure

There are 2 standing committees that work hand in hand:

- o The BCC P/T BFI Implementation Committee has representatives from each Province and Territory, building capacity and sharing experiences in the implementation of best practice.
- o The BCC BFI Assessment Committee is composed of Lead Assessors and works to build capacity across the P/Ts to assist and assess facilities engaged in the BFI journey.

Ad hoc Committee: The BCC Nutrition Committee has been developing a document and clinical practice guidelines to protect, promote and support sustained breastfeeding after the introduction of complementary foods.

Please see the BCC Committee Annual Reports for more information on their work.

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About the Breastfeeding Committee for Canada

GOAL

Breastfeeding is the cultural norm for infant feeding in Canada.

MISSION STATEMENT

To protect, promote and support breastfeeding in Canada as the normal method of infant feeding.

OBJECTIVES

- The BCC will provide a forum for addressing Canadian breastfeeding issues.
- The BCC will maintain ongoing communications with governments and organizations to protect, promote and support breastfeeding.
- The BCC will provide ongoing expert advice and recommendations on breastfeeding research, policy and program development and direction to governments and organizations.
- The BCC will develop partnerships and collaborative strategies to protect, promote and support breastfeeding.
- [As the National Authority for the WHO / UNICEF Baby Friendly Initiative](#), the BCC will oversee and facilitate the implementation of the Initiative in Canada

**The BABY-FRIENDLY INITIATIVE
is gaining momentum in Canada.**

To see the most recent list of Baby Friendly Facilities, go to

<http://www.breastfeedingcanada.ca>

Second Annual Summit On Breastfeeding

Presented by the **Academy of Breastfeeding Medicine** and its journal ***Breastfeeding Medicine*** published by Mary Ann Liebert, Inc., the Second Annual Summit on Breastfeeding, “First Food: The Essential Role of Breastfeeding”, was held in Washington, D.C. June 16 – 17, 2010. The goal, according to Karla Shepard Rubinger of the Academy of Breastfeeding Medicine is to, “identify targeted strategies for establishing a national breastfeeding agenda as part of our nation’s Health Reform, building on the essential recommendations and positive outcomes of the First Annual Summit” (1) which was held in June 2009. Other topics of discussion were to include, “Disparities in breastfeeding rates”, barriers to breastfeeding and the “Economics and Ethics of Healthcare Financing and their implications for breastfeeding” (1).

Proceedings of the Second Annual Summit on Breastfeeding are to be published in the Academy of Breastfeeding Medicine’s journal, ***Breastfeeding Medicine*** this coming fall.

(1) Taken from “*Health Policy Leaders Prioritize Breastfeeding at 2nd Annual Summit on Breastfeeding*”, the Academy of Breastfeeding Medicine, Contact: Karla Shepard Rubinger, Executive Director

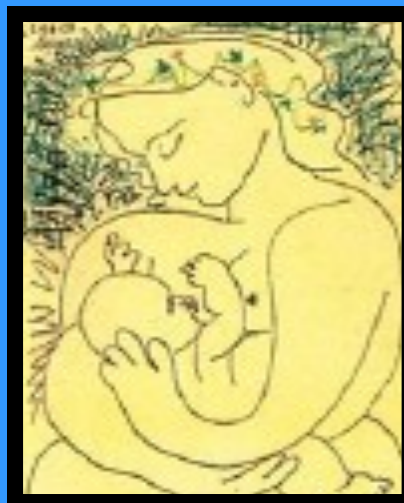
For more information on the First Annual Summit on Breastfeeding, please see the Breastfeeding Medicine Website,

<http://www.liebertpub.com/products/product.aspx?pid=173>

For more information on the Academy of Breastfeeding Medicine, please go to:

<http://www.bfmed.org/>

Kathy Venter
Lyndsay Grant



Support BFI in
Canada -
Join the BCC

www.
breastfeedingcanada.ca

Berkeley Media Studies Group Issue Brief

Issue 18, May 2010:

“Talking about Breastfeeding: Why the Health Argument Isn’t Enough”

Written by Lori Dorfman, DrPH, and Heather Gehlert, MJ, and based on the researched done by Pamela Morgan, PhD. Research assistant: Eliana Bukofzer, MPH

The BMSG analyzed documents provided by the CWA including academic literature and California news coverage between 2006 and 2009 on breastfeeding in order to discover the frames which operate publicly with regard to breastfeeding. This was done in order to gain an understanding of how such frames, “relate to the California WIC Association’s efforts to shape hospital policies”(2) on breastfeeding. In Issue 18 (May 2010) of the Berkeley Media Studies Group Issue Brief, *“Talking about Breastfeeding: Why the Health Argument Isn’t Enough”*, the authors, “summarize Dr. Morgan’s findings, apply them to our reading of the CWA news coverage, and consider the implications for CWA’s policy advocacy in the future”(2)

This brief can be found on the Berkeley Media Studies website:

<http://bmsg.org/pub-issues.php>

Berkley Media Studies Group website:

<http://bmsg.org/>

Johanna Bergerman
Lyndsay Grant

All messages for the Breastfeeding Committee for Canada (BCC) should be directed to:

info@breastfeedingcanada.ca



BCC Website:

<http://breastfeedingcanada.ca/>

Mailing Address for the BCC:

Breastfeeding Committee for Canada
P.O. Box 30071
North Vancouver BC V7H 2Y8

(2) *Talking about Breastfeeding: Why the Health Argument Isn’t Enough*. Berkeley Media Studies Group Issue Brief 18 (May 2010). Written by Lori Dorfman, DrPH, and Heather Gehlert, MJ, and is based on the researched done by Pamela Morgan, PhD. Research assistant: Eliana Bukofzer, MPH. Page 5.

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Meetings

The BCC Board has met ten times by teleconference since the February 2009 BCC Annual General meeting. The BCC would like to express their appreciation to the Public Health Agency of Canada for supporting the calls for the BCC Board and Committee meetings during 2009 and until the end of March 2010.

Structure of the BCC board

Following enquiry and discussions at the P/T committee, the BCC Board discussed how the function and structure of the incoming Board might address transparency and accountability- key issues in the transformation of the structure of the voting membership and the BCC. The bylaws allow for flexibility on the number of directors. It was decided that the Board would move towards an “executive” function, and be composed of the co-chairs of the BCC, the chairs of the standing committees (Assessment and P/T) and a Treasurer/Secretary.

Activities

The main focus of the BCC work this past year has been collaboration between the committees to ensure a sustainable, inclusive system for the implementation and assessment of the BFI at the P/T level. The Committee Reports will highlight the capacity building and resource development that is ongoing. The BCC Coordinator, Marilyn Sanders, resigned in March 2009, and the Board thanked her for many years of dedicated service. The BCC currently has no paid staff support. The website continues to be the main interface of the BCC with those seeking information about the BFI in Canada. From June 2009 to date there were 46,620 hits, with the average visit lasting 62 minutes. The most popular downloads are the BCC BFI Outcome indicators and BFI documents. The Top 10 countries visiting our website are Canada, USA, Netherlands, Spain, China, Romania, Germany and France. Sincere thanks are extended to the past web administrator, Jason DiMichelle, for ongoing volunteer assistance. Two issues of *Breastfeeding Canada*, the BCC Newsletter, were produced in March and November 2009.

The BCC thanks the **Public Health Agency of Canada** (PHAC) for supporting teleconference meetings of the Board and Committees for 2009 and until the end of March 2010. Dr. Butler Jones, in the Chief Public Health Officer’s Report on The State of Public Health in Canada 2009, noted the low rate of exclusive breastfeeding to six months (Chapter 4). The BFI is an initiative that will assist in increasing the exclusive breastfeeding rate at six months from 14% to meet the Health Canada recommendations that babies are breastfed exclusively from birth to six months. The PHAC contracted the BCC to write a report marking the 10th anniversary of the WHO/UNICEF Baby-Friendly Initiative in Canada. The report will be posted on the BCC website in the near future. The BCC was pleased to participate in the review PHAC’s *Bedsharing: A Systematic Literature and Policy Review*. Information and resources regarding safe sleeping continue to be a topic of high interest at the P/T level.

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The **Canadian Pediatric Society Nutrition Committee** recognizes the importance of breastfeeding and has several initiatives underway to communicate key messages to pediatricians across Canada. The CPS Statement, *Promoting Optimal Monitoring of Child Growth in Canada: Using the new WHO growth charts*, marks the updating of the recommendations on growth monitoring by the CPS, Dietitians of Canada, The college of Family Physicians of Canada and Community Health Nurses of Canada. These new growth standards were publicized through the BCC P/T BFI Implementation Committee. The BCC is represented at the CPS Nutrition Committee meetings by Genevieve Courant, BCC Director, member of the Nutrition Committee and former member of the Health Canada Expert Group examining exclusive breastfeeding to 6 months.

UNICEF Canada continues to commend facilities that attain BFI designation, attending award ceremonies where possible. This is an honour greatly appreciated by the facilities. The BCC provided input regarding World Breastfeeding Week awareness materials for the UNICEF Canada website, and looks forward to collaborating in the planning of the 2011 conference to commemorate the 20th anniversary of the launch of the BFHI.

Algoma Public Health in Ontario receives BFI designation



Left to right:

Tracey Perri, Lisa Daoust, Anna Zuccato, Roylene Bowden, Candace Nicholas, Sonya Barnett, Hannele Dionisi and Marilyn Fratesi

Algoma Public Health (Ontario)

The BCC made a submission to the 2005 Commission reviewing **Federal Labour Standards** in Canada, proposing legislation of paid breastfeeding breaks in the Revised Canadian Labour Code. As a contributor to the Commission's Report, the BCC was invited in May 2009 to make a submission to the review of recommendations in this report. Johanna Bergerman, Chair of the BCC Nutrition Committee, took the lead again in authoring this submission. The **WABA Complementary Feeding Workshop** for the Global Breastfeeding partners meeting held in Penang, Malaysia, on Oct 8-9th 2009 was attended by BCC Infant Nutrition Ad Hoc Committee Chair, Johanna Bergerman, as an ILCA/WABA fellow, where she had the opportunity to work with leading international experts on developing indicators for sustained breastfeeding. Participants developed a WABA consensus statement: *Protecting, Promoting and Supporting Breastfeeding from 6 – 24 + months: Issues, Politics, Policies and Action*.

The **WHO/UNICEF forum for Coordinators of the BFHI in Industrialized Countries** will meet in October 2010 in Italy. These meetings are arranged approximately every two years, under the auspices of WHO International, and provide a forum for the exchange of strategies to maintain high standards. Canada has attended these meetings since 2001. Currently three BCC BFI Assessment Committee members are serving on the WHO BFHI Technical Working Group. The BFHI, as a key component of the Global Strategy for Infant and Young Child Feeding, is as important in the industrialized world as in less resourced countries in the developing world.

Membership of the BCC

Membership is open to Canadians interested in voluntarily furthering the objectives of the BCC, who are in no way associated with a company whose products fall within the scope of The WHO Code, and whose application has been approved by the Board. BCC membership categories and fees are described in the BCC Bylaws.

Voting Members (Board Directors and members of the standing committees) and **Associate Members** (individuals interested in furthering the aims of the BCC who have received approval of the Board of Directors) pay the annual membership fee.

Associate memberships declined since the last AGM, due to the fact that no reminders were sent. The BCC greatly appreciates the support of professional organizations and Provincial BFI Committees who encourage their members to also support the BCC.

**Provincial/Territorial Baby-Friendly
Initiatives
may be
accessed at**

www.breastfeedingcanada.ca/html/provterr.html

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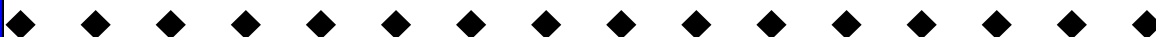
Membership fees (\$30) are now due annually by the end of March, to simplify sending reminders. These fees support BCC expenses such as teleconference meetings of the BCC Board and Committees, participation of the BCC representative to the Canadian Pediatric Society Nutrition Committee and participation of the BCC delegates to the WHO Coordinators for the BFI in Industrialized Countries.

Associate Membership forms are available at
<http://www.breastfeedingcanada.ca/html/support.html>

Board of Directors:

Co-chairs: Marianne Brophy & Kathy Venter
 P/T BFI Implementation Standing Committee Co-chairs: Kathy Inkpen & Claudette Landry
 BFI Assessment Standing Committee Chair: Marina Green
 Nutrition Ad Hoc Committee Chair: Johanna Bergerman
 Co-treasurer: Ginette Belanger
 CPS Nutrition Committee Representative: Genevieve Courant
 Directors: Louise Dumas, Michelle LeDrew

Respectfully submitted by Marianne Brophy and Kathy Venter
 BCC Co-Chairs



EDITORIAL COMMITTEE

Lyndsay Grant
 Kathy Venter
 Marianne Brophy

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

New World Health Assembly Resolutions Supporting the BFI

WHO Sixty-Third World Health Assembly Agenda Item 11.6, May 21, 2010

Infant and Young Child Nutrition

The Sixty-Third World Health Assembly, held on May 21, 2010 renewed efforts to support the Baby-friendly Hospital Initiative. Among other things, the report notes:

Mindful of the fact that implementation of the global strategy for infant and young child feeding and its operational targets requires strong political commitment and a comprehensive approach, including strengthening of health systems and communities with particular emphasis on the Baby-friendly Hospital Initiative, and careful monitoring of the effectiveness of the interventions used;

URGES Member States:

(2) to strengthen and expedite the sustainable implementation of the global strategy for infant and young child feeding including emphasis on giving effect to the aim and principles of the International Code of Marketing of Breast-milk Substitutes, and the implementation of the Baby-friendly Hospital Initiative;

REQUESTS The Director –General:

(4) to support Member States, on request, in expanding their nutritional interventions related to the double burden of malnutrition, monitoring and evaluation impact, strengthening or establishing effective nutrition surveillance systems, and implementing the WHO Child Growth Standards, and the Baby-friendly Hospital Initiative.

Taken from:

WHO Website

<http://www.who.int/en/>

Direct Link:

http://apps.who.int/gb/ebwha/pdf_files/WHA63/A63_R23-en.pdf

Randa Saadeh
Marianne Brophy

Breastfeeding Committee for Saskatchewan

Breastfeeding Committee for Saskatchewan Members by RHA

2009 – 2010 Executive: Co-Chairs: Jan Anderson; Secretary: Shirley Parkinson; Treasurer: Gwen Frank; Past Chair: Cathy Knox

Proposal Committee: Cathy Knox (Chair); Maryanne; Barb, Eunice & Johanna

Membership Committee: Gwen Frank (Chair); Shirley, Linda, Hanna, Jan

Conference Planning: (Chair?) Gwen Frank,_(???)

Consumer Representatives:

Hanna Hanowski (LLL)

Nancy Talsness Hordern (INFACT)

Athabasca(A):

Keewatin Yatthe(K):

Mamawetan Churchill

River(M):

Cathryn Abrametz (A, K, M)

Carla Bodnarus (K)

Prairie North:

Shari Collins

Jackie Cain-Buglas

Prince Albert Parkland:

Maryanne King

Nancy McMahon

Saskatoon:

Johanna Bergerman

Roxanne Laforge

Caitlyn Stickney

Linda Wright

Heartland:

Shirley Parkinson

Cypress:

Cathy Knox

Vanessa Zanidean

Five Hills:

Gwen Frank

First Nations & Inuit Health (Sask Region):

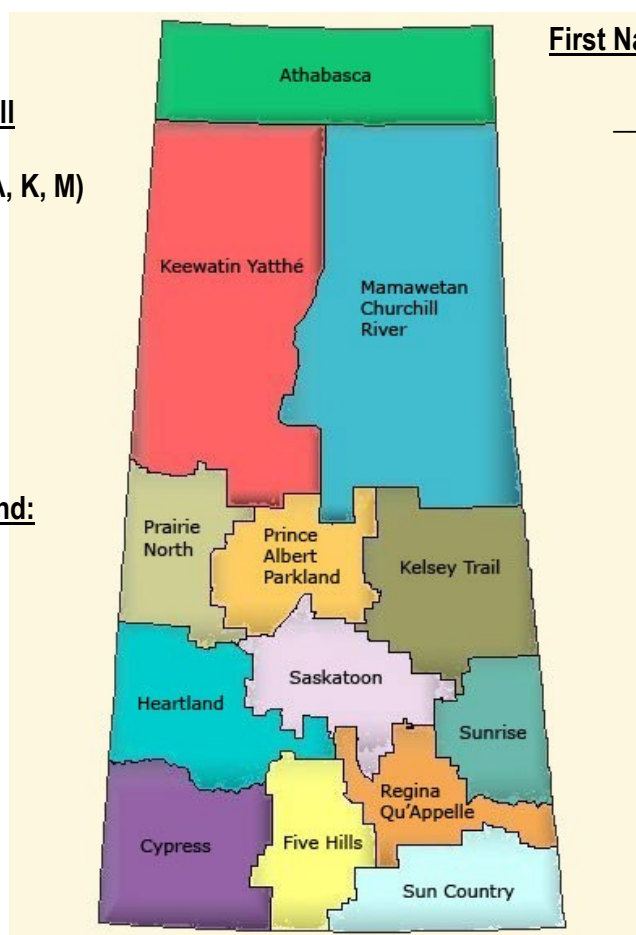
North & CPNP
Barb Flett

Kelsey Trail:
Rosanne Robin
Debbie Lalonde

Sunrise:
Carrie Parkvold

Regina:
Jan Anderson
Eunice Misskey
Yvonne Granello
Debbie Schroeder

Sun Country:
Barb Wright



Affiliated Members: Carmen Bresch

gfrank@fhhr.ca February 25, 2010

WE CONTINUE TO STEP UP!

Gwen Frank, gfrank@fhhr.ca

BREASTFEEDING COMMITTEE FOR SASKATCHEWAN

Box 1, Bateman Saskatchewan S0H 0E0

SUPPORT

“Breastfeeding Women Are Assisted in Overcoming Barriers”

- Ongoing distribution of “Miracle Food” pamphlet developed by Breastfeeding Matters (Saskatoon)
- Lactation Consultant Education
- Lactation Consultants Hospitals Community Physicians Prenatal classes/outreach
- Saskatchewan Lactation Consultant Association Inc. formed Nov.3, 2001
- Breastfeeding Centre in Saskatoon 24 hour phone line
- Partnership with Malls Saskatoon Sears Confederation Mall
- Electric Breast Pumps Available
- LaLeche League Links
- Kangaroo Care NICU
- Breastfeeding Friendly Leisure Services (City of Saskatoon)
- Government/City facilities designated as Breastfeeding Friendly – North Battleford
- Breastfeeding Chat groups – Health Districts
- Breastfeeding drop in sessions – Regina, Moose Jaw, Prince Albert
- Breastfeeding Room for staff in hospital – Yorkton
- Breastfeeding Room in Sears at the Gateway Mall Prince Albert
- Breastfeeding room at Prince Albert Public Health.
- Fact Sheets – Breastfeeding Committee for Saskatchewan, RHA’s, web
- BFI Pre-Assessment West Winds, Saskatoon

BREASTFEEDING... STEPPING INTO THE BFI (BABY FRIENDLY INITIATIVE)



- Breastfeeding Nature's Way Conferences: 1997, 2000, 2003, 2007
- Vision Statement BCS: To provide a provincial framework that promotes breastfeeding as the cultural norm for infant feeding within Saskatchewan
- BCS Strategic Plan reviewed annually
- Coordinating in partnership with the BFI Committee, the provincial implementation of BFI
- Best Practices in Breastfeeding: An Implementation Strategy for Saskatchewan telecast and tapes
- Breastfeeding Classes: Course provided to all RHA's
- Breastfeeding Network News (provincial) newsletter
- World Breastfeeding Week Activities 1991 - 2006
- SRNA promotion Journal articles Cable TV
- Publishing BF Research Infant Feeding Practice Survey
- Process Evaluation of BFC (Saskatoon)
- Facilitating student's orientation to breastfeeding Nursing Medicine Nutrition
- Conference Displays
- Fact Sheets
- Grants – Becoming Baby Friendly Central Plains

PROTECTION

“Institutional Policies, Societal Policies, Programs and Activities”

- Saskatoon District Health
- Formation of BCS – Breastfeeding Committee for Saskatchewan) 1994
- BCS Strategic Plan reviewed annually
- Hospitals paying for Formula North Battleford Saskatoon
- College of Nursing (Breastfeeding Seminar) curriculum component
- Model – 10 Steps Baby Friendly Public Health Services developed
- Component of Research Infant Feeding Practice Surveys Process evaluation of Breastfeeding Centre Evaluation of Breastfeeding Pamphlets HSURC grant – food security grant
- Vulnerable populations Regina Hospital admissions survey – NB
- Meetings and Briefs to Government Health Minister 1998 Vision Statement Briefs to Task Force on Balancing Work and Family – Dept. of Labor Finance Minister
- Representation on Breastfeeding Committee for Canada
- Professional Associations Endorsement of WHO Code and Baby Friendly Initiative SRNA SPHA SAHO Dental therapists, hygienists, assistant
- Representation on and Direction through Baby Friendly Implementation Committee

PROMOTION

“Women are encouraged to Breastfeed”

STANDING COMMITTEES

The Breastfeeding Committee for Canada Board of Directors has established the following Committees to undertake aspects of its work toward its objective to oversee and facilitate the implementation, assessment and designation of the WHO/UNICEF Baby-Friendly Initiative in Canada. All committees are chaired by a member of the BCC Board of Directors.

Baby-Friendly Initiative Assessment Committee

Chair: Marina Green marinagreen@shaw.ca

Goal: To develop and implement a clear, accountable BFI assessment and reassessment process in Canada

Provincial/Territorial Committee

Co-Chairs: Kathy Inkpen inkpenka@gov.ns.ca

Claudette Landry claudette.landry@gnb.ca

Goal: To support the implementation of the Baby-Friendly Initiative (Hospital and Community Health Services) in the respective provinces and territories and across Canada.

AD HOC COMMITTEE: Infant Nutrition Committee

Chair: Johanna Bergerman bergermanj@sdh.sk.ca bergermanj@hotmail.com

Goal: To produce the document “*Sustained Breastfeeding with the Integration of Complementary Feeding*” - a template for developing healthy public policy and providing health practitioners with tools to support mothers’ informed decision to continue breastfeeding.



Send us your contributions to the BCC Newsletter

‘Breastfeeding Canada’

Contact: Kathy Venter

bfi@breastfeedingontario.org

Resources

Breastfeeding Committee for Canada www.breastfeedingcanada.ca

BC Baby-Friendly Network www.bcbabyfriendly.ca

Ontario Breastfeeding Committee www.breastfeedingontario.org

Alberta Breastfeeding Committee www.breastfeedingalberta.ca

Manitoba Baby-Friendly www.gov.mb.ca/health/nutrition/brm.html

**Breastfeeding Committee for
Saskatchewan**

www.saskatoonhealthregion.ca/your_health/ps_bf_about_bcs.htm

BFI New Brunswick www.gnb.ca/0053/bfi/index-e.asp

BFI Nova Scotia www.first6weeks.ca/

BFI Newfoundland www.babyfriendlynl.ca/

Bibliography:

Academy of Breastfeeding Medicine <http://www.bfmed.org/>

Berkley Media Studies Group
<http://bmsg.org/>

Breastfeeding Committee for Canada <http://www.breastfeedingcanada.ca>

Breastfeeding Committee for Saskatchewan
http://www.saskatoonhealthregion.ca/your_health/ps_bf_about_bcs.htm

First Annual Summit on Breastfeeding
<http://www.liebertpub.com/products/product.aspx?pid=173>

Talking about Breastfeeding: Why the Health Argument Isn't Enough. Berkeley Media Studies Group Issue Brief 18 (May 2010). Written by Lori Dorfman, DrPH, and Heather Gehlert, MJ, and is based on the researched done by Pamela Morgan, PhD. Research assistant: Eliana Bukofzer, MPH. <http://bmsg.org/pub-issues.php>

WHO Website <http://www.who.int/en/>

WHO Sixty-Third World Health Assembly, Agenda Item 11.6 Infant and Young Child Nutrition (May 21, 2010).
http://apps.who.int/gb/ebwha/pdf_files/WHA63/A63_R23-en.pdf