Annual Report 2011
Breastfeeding Committee for Canada
Our Vision:

*Breastfeeding is the cultural norm for infant feeding in Canada.*

Our Mission:

*To protect, promote and support breastfeeding in Canada as the normal method of infant feeding.*
The Board of Directors for the Breastfeeding Committee for Canada (BCC) 2011-2012

Chair                   Kathy Venter
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Membership Secretary   Genevieve Courant
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BCC representative to the Health Canada Joint Working Group Genevieve Courant
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Treasurer               Dianne Nikiforuk
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BFI Assessment Committee Chair Marina Green
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P/T BFI Implementation Co-Chairs Kathy Inkpen
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Secretary               Donna Brown
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Breastfeeding Committee for Canada Reports

Annual report for 2011 from the Chair of the BCC

Background Summary

The Breastfeeding Committee for Canada (BCC) 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 (BFI) in Canada.

The BCC is a volunteer organization that does not have any public or private funding.

Membership of the BCC

Please refer to the membership report provided in this document.

Financial sustainability

The BFI 20th Anniversary Symposium provided an opportunity to build membership.

Board of Directors:
Chair: Kathy Venter
P/T BFI Implementation Standing Committee Co-chairs: Kathy Inkpen & Janet Murphy Goodridge
BFI Assessment Standing Committee Chair: Marina Green
Treasurer: Dianne Nikiforuk
Membership Secretary: Genevieve Courant
BCC representative to the Health Canada Joint Working Group (NHTI): Genevieve Courant
Recording Secretary: Donna Brown
CPS Nutrition Committee Representative: Genevieve Courant

Activities During the Year 2011:
Collaborated with P/T and BFI Assessment Committees to continue to work for a sustainable, inclusive system for the implementation and assessment of the BFI. Members of the Board are all involved in either P/T Committee or BFI Assessment Committee work and often both. This has proven to be an advantage - creating close collaboration and consultation around all the work undertaken.

Initiated review of the BCC Bylaws and mechanism to ensure BCC is in good standing.

Consulted with webmaster Jason DiMichele to create a new self-sustaining website and provide a modern, user-friendly interface with the Canadian and global public.

Initial work done to develop and choose a new logo.

Produced one newsletter.

Organized a face to face meeting for BCC committees and members in 2011, to build capacity and sustain the efforts of the organization.

Formed a small planning committee early in 2010 to co-ordinate a symposium for information sharing and collaboration between the provinces and territories. A BFI Symposium was chosen as the best way of celebrating the 20th Anniversary of the launch of the Baby-Friendly Hospital Initiative (BFHI).

Randa Saadeh, who co-ordinated the BFHI efforts as part of her portfolio at World Health Organization for over 20 years, was invited to bring the global perspective to the Symposium and to meet informally with key administrators while there.

David Morley the director of UNICEF Canada brought the message of BFHI as a universal Primary Health Care strategy.

The BCC recognizes the increasing commitment to the BFI throughout the country. The support shown for the work is evident from the growing number of government representatives to the P/T Committee and the increasing capacity for implementation of the initiative at every level. British Columbia, Ontario, Nova Scotia, New Brunswick, Newfoundland & Labrador and Manitoba all have significant capacity to support the designation process, and Quebec is now fully responsible for BFI in that province.

The Board has had several opportunities to consult and collaborate on key issues such as:

- Revisions to the Health Canada Nutrition for Healthy Term Infants Document
- Safe Sleep: 2011 Joint Statement on Sudden Infant Death Syndrome (SIDS) and Infant Deaths in Unsafe Sleeping Environments, in Canada
- Obstetrical and Perinatal Care Services Standards for Accreditation

During 2011 several opportunities presented for dialogue with the Public Health Agency of Canada around projects undertaken by the BCC and funded by PHAC:

- The Baby-Friendly Initiative in Canada: 2011 Status Report
Twenty years after the launch of the WHO/UNICEF Baby-Friendly Hospital Initiative, the context and progress of the initiative in Canada has evolved, and a need has been identified to document the current status of implementation. The Public Health Agency of Canada contracted the BCC to research and write a status report on the implementation of the BFI in Canada. The report was prepared by Kathy Venter and members of the board with input from the P/T members. The final document will include:

- historical overview of the BFI in Canada
- overview of key BFI resources (reports, websites, assessment standards, procedures, etc.)
- current state of BFI in Canada (Number of P/Ts with designated facilities, number of P/Ts with Human Milk Banks, number receiving government funding, number with P/T policy, etc.)
- BFI accomplishments/key initiatives across P/Ts (e.g. mother-to-mother support, provincial website, clinical mentorships, BFI education, social marketing, . . .)
- recommendations for moving forward, including priorities and activities to move BFI forward as a strategy to improve the health of the population.

- **Enhancing Knowledge Exchange** on best practices for the promotion, protection and support of breastfeeding in Canada

- Revision and expansion of the *Practical Workbook to Protect, Promote and Support Breastfeeding in Community Based Projects*: Marg LaSalle and Janet Murphy Goodridge.

- Update and finalize the paper *The Use of Incentives to Promote Breastfeeding in Disadvantaged Populations: An Ethical Dilemma*, exploring the ethics of using incentives to promote breastfeeding among disadvantaged populations. Janet Murphy Goodridge.

- Enhance knowledge exchange and strategic activity to facilitate F/P/T collaboration on the implementation of best practices for the promotion of breastfeeding in Canada (the standardization of data collection in Canada.) Kathy Venter and Barbara Selwood.

The Board thanks the tireless volunteers for the work that continues to be done at every level to protect, promote and support breastfeeding in Canada through the implementation of the Baby-Friendly Initiative.
BCC BFI Assessment Committee report

The major tasks of the Committee are overseeing the assessment of hospital and community facilities in partnership with the Provincial/Territorial Committees and developing and refining the tools necessary for the assessment process. This committee liaises closely with the BCC P/T BFI Implementation Committee to build P/T BFI assessment expertise and capacity nationally.

Committee Members:
Ginette Belanger, Marianne Brophy, Suzanne Dionne, Louise Dumas, Kathy Venter, Marina Green (chair). This year, we also welcomed Marg LaSalle to the Assessment Committee

Designated Facilities
In 2011, three new community facilities were designated as Baby-Friendly by the BCC, two in Ontario and one in Saskatchewan - this is the first community facility west of Ontario! Additionally, one community facility was re-designated. In 2012, three facilities will be approaching re-designation.

Community Facilities:
Newly designated community facilities include:
- North Bay Parry Sound District Health Unit (Ontario)
- West Winds Primary Health (Saskatchewan)
- Centretown Community Health Centre (2012 Ontario)
- Thunder Bay District Health Unit (Ontario) Re-designated
Total community facilities: 18 (excluding Quebec).

Hospitals and Birthing Centres
Total hospitals and birthing centres remains at 5 (excluding Quebec)

Pre-Assessments
Pre-assessments continue in Quebec, Ontario, Manitoba, and British Columbia.

Certificates of Participation: to recognize initial steps along the Baby-Friendly journey, the BCC has developed certificates that are awarded to facilities meeting eligibility criteria. The Certificate of Participation is awarded by the P/T Committees. Several of these certificates have now been awarded. Criteria are listed on the BCC website.
Completed work: Translation into French of the *BCC BFI Integrated Ten Steps Practice Outcome Indicators* was completed and is available on the BCC website. We offer a tremendous thank you to Louise Dumas for taking on this task.

Ongoing projects
The committee will continue work on the following projects:

- Modification of Assessment Tool documents
  The assessment documents will be modified to reflect the changes in the Practice Outcome Indicators. Once completed, this document will be translated into French.
- Development of Assessors: This year, two assessor candidates have completed the process for recognition as BCC BFI Assessors. Additionally, the assessors in Quebec were recognized by the BCC. Three assessor candidates have participated in assessments as part of the process of becoming assessors. As the number of assessments increase we are able to include more assessor candidates in the assessments.
- Developing and incorporating Mother-Friendly indicators
- Tools for assessor candidates
- Participating (with a P/T subcommittee) in the revision of the Breastfeeding Definitions document.

Volunteers
I want to acknowledge the commitment of time, energy and expertise from the members of this committee. Without their tremendous commitment this work could not be done.
Submitted by: Marina Green, Chair BFI Assessment Committee.

The BCC Provincial/Territorial BFI Committee report

Background
The BCC Provincial/Territorial (P/T) BFI Implementation Committee is one of two standing committees of the Breastfeeding Committee for Canada. The P/T Committee was first established in March 2001 and restructured in April 2008. All provinces and territories, the Public Health Agency of Canada (PHAC) and Health Canada’s First Nations Inuit Health Branch (FNIHB) are represented on the committee. The committee aims to build capacity for BFI in Canada and share implementation of breastfeeding and BFI best practices. Kathy Inkpen (Nova Scotia) & Janet Murphy Goodridge (Newfoundland and Labrador) co-chair the committee.
Meetings
The P/T Committee held six regular meetings by conference call in 2011. Additional meetings were convened with members to prepare for the BFI National Symposium and to develop recommendations for *The Baby-Friendly Initiative in Canada: 2011 Status Report.*

Activities

- **BCC BFI National Symposium June 19-21, 2011**

- **BFI Assessment Committee Capacity Building Workshop**
  A workshop was held on the last day of the BFI Symposium (June 21, 2011). The workshop was led by members of the BCC Assessment Committee and provided an orientation to the new combined indicators document.

- **Baby-Friendly Initiative in Canada: 2011 Status Report**
  All provinces and territories contributed to the content of this report by including updates on current breastfeeding and BFI related initiatives. The P/T committee also collaborated in developing the recommendations for this report.

- **Enhancing Knowledge Exchange Project**
  The BCC received funding from the Public Health Agency of Canada for a knowledge exchange project: The first part of the project included the revision and update of a resource titled *A CPNP Practical Workbook to Protect, Promote and Support Breastfeeding in Community-based Projects* developed in 2001 as part of a BCC /Canada Prenatal Nutrition Program (CPNP) collaborative project. An advisory committee for the project was established with P/T members and other interested individuals representing CPNP national and regional offices, Atlantic FNIHB maternal- child health programs, and community dietitians and registered nurses. Marg LaSalle, community health nurse and lactation consultant was the lead consultant on this project. An on-line survey was developed by the consultant in collaboration with the advisory committee to solicit feedback from CPNP and FNIHB community projects on the current use of the workbook and suggested revisions. The advisory committee met several times during the review process and provided feedback to the consultant.

  The second component of the project is an update to a paper *The Use of Incentives to*
Promote Breastfeeding in Disadvantaged Populations: An Ethical Dilemma. An updated literature review was completed through in-kind support from Tessah Woodman, Health Promoter, Nova Scotia Department of Health and Wellness. CPNP projects will be surveyed in the spring of 2012 regarding their current practices in relation to the use of incentives to promote breastfeeding.

The P/T committee provides a forum for ongoing dialogue and knowledge exchange through regular conference call meetings, email discussion and sharing of key resources on a variety of topics. To build capacity related to the implementation of the BFI, committee members have shared their expertise and experience related to the following areas: human milk banking, informal and formal milk sharing, data collection for BFI, BFI policy and program approaches across Canada, templates for monitoring BFI progress, Accreditation Canada standards and breastfeeding/BFI. Other topics of interest this past year have included: the new BCC website and the BCC logo development.

- Accreditation Canada
  BCC P/T member Dr Laura Haiek of Quebec participated in the Standards Working Group updating the Accreditation Canada Qmentum Program Obstetrics Services Standards. Members of the P/T committee and the BCC Board of Directors provided feedback to Dr. Haiek in advance of the meeting. The revised standards were released in October, 2011 and include much improved integration of breastfeeding and BFI-related standards and guidelines.

- Curbing Childhood Obesity
  The BFI is a key early action initiative in the Curbing Childhood Obesity: A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights. BCC P/T members from Nova Scotia and New Brunswick are co-championing the work in relation to the BFI. Co-Champions have a collaborative role to provide leadership, establish linkages with P/T colleagues, share information/expertise with and among FPT colleagues and communicate with Public Health Networks Healthy Living Project Committee. This work supports what our BCC P/T members are doing across Canada to implement the BFI and other breastfeeding related initiatives.

- BFI in Northern and Remote Communities
  BCC P/T members working in more northern and remote communities identified the need to have focused discussion around some of the challenges and opportunities for moving BFI forward in these communities. Members acknowledged that it would be beneficial to convene a group from the north to explore ways to network and share in relation to BFI. A new group was established in August 2011 and a subsequent meeting was held in November 2011. Membership in this group includes BCC P/T members and other interested individuals working on breastfeeding and BFI in northern communities. The group has
agreed to meet again in 2012. Linda Romphf (MB) and Lori McMillan Gallant (NT) will host the meeting.

- **Consultation/Feedback**
  BCC P/T members have had opportunities this past year to provide feedback and consultation on several key documents/initiatives:
  - *Nutrition for Health Term Infants - Recommendations from birth to six months*,
  - *Accreditation Canada Qmentum Program Standards: Obstetric Services*
  - *Curbing Childhood Obesity: A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights*
  - *The BC Ministry of Health Review of Breastfeeding Practices and Programs: The British Columbia Pan-Canadian Jurisdictional Scan*. P/T members were interviewed about initiatives to advance BFI in Canada.

**Membership**

*Members: Barbara Selwood, Carolyn Solomon, British Columbia; Jody Brudler, Dianne Nikiforuk, Alberta; Laura Matz, Maryanne King, Saskatchewan; Dawn Ridd, Linda Romphf, Manitoba; Laura Prodanyk, Eileen Chuey, Janette Bowie Ontario; Laura Haiek, Quebec; Donna Walsh, Dianne Boswell, Prince Edward Island; Cathie Royle, Janet Murphy-Goodridge, Newfoundland and Labrador; Donna Brown, Isabelle Melançon, New Brunswick; Tina Swinamer, Kathy Inkpen, Nova Scotia; Elsie De Roose, Northwest Territories; Vesselina Petkova, Nunavut; and Ann Chapman, Brenda Dedon, Yukon; Julie Voorneveld, Public Health Agency of Canada; Erin Enros, Ruth Christmas, Health Canada’s First Nation and Inuit Health*

*Corresponding Members: Kathy Venter, BCC Co-Chair, Marina Green, Chair of the BCC Assessment Committee*

Submitted by: Kathy Inkpen & Janet Murphy Goodridge, Co-chairs BCC P/T Committee

**Membership Report**

Membership is open to individual Canadians interested in voluntarily furthering the objects of the BCC, who are in no way associated with a company whose products fall within the scope of The WHO International Code of Marketing of Breastmilk Substitutes. 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) pay the annual membership
Memberships totaled 115 in 2011. An increase in membership occurred after the BFI Symposium in June 2011. The BCC greatly appreciates the support of professional organizations and Provincial BFI Committees who encourage their members to also support the BCC.

Membership fees (currently $30) are due annually by the end of March. Since April 2011 with the launch of the new website, it has been possible to become an associate member by registering directly on the BCC website. We are looking forward to having automatically generated reminders from the website in the near future. Associate Membership forms are available at http://breastfeedingcanada.ca/Membership.aspx

Membership fees support BCC expenses such as participation of the BCC liaison to the Canadian Pediatric Society Nutrition Committee, participation of the BCC delegates to the WHO Coordinators for the BFI in Industrialized Countries meeting and webmaster fees.

The BCC Website Report

The BCC launched its fresh new website in April, 2011 and has received very positive feedback from members. Since then, and until the end of December 2011, the website has had 47,000 visits. All BFI documents, including the new BCC BFI Practice Outcomes Indicators for Hospitals and Community Health Services, are available on the website and several are also available in French. Memberships can be acquired and renewed online with the option of payment by Paypal. We have been working on further improvements to the website, with the hope that by the fall of 2012 it will be completely bilingual.

Liaison to the Canadian Paediatric Society Nutrition Committee Report

Apart from core members of the Canadian Paediatric Society (CPS) Nutrition Committee (paediatricians), representatives from several organizations (known as liaisons) sit on this committee and include the Breastfeeding Committee for Canada, Dieticians of Canada, Health Canada, the American Academy of Pediatrics, and the Human Milk Banking Association of North America. The committee met January 21-22, 2011 in Ottawa and again by teleconference on June 16, 2011.
The CPS Nutrition Committee communicates key messages to paediatricians across Canada via statements and practice points through its journal *Paediatrics & Child Health*. The CPS recognizes the importance of breastfeeding and the CPS Statement, *Human Milk Banking*, published in November 2010 emphasizes the importance of breastmilk for sick and preterm infants. The statement acknowledges that there is a limited supply of donor breastmilk in Canada and justifiably states that “it should be prioritized to sick, hospitalized neonates who are the most vulnerable and the most likely to benefit from exclusive human milk feeding”. The CPS statement also states that it “does not endorse the sharing of unprocessed human milk”. The media coverage that followed this CPS statement release highlighted not only the need for more human milk banks but also raised awareness of human milk sharing in the community and the controversies surrounding this.

Work is now underway by members of the CPS Nutrition Committee on a Statement supporting the BFI in Canada which is due to be released in 2012.

**Health Canada Joint Working Group (Nutrition for Healthy Term Infants) Report**

In August 2011 the Office of Nutrition Policy and Promotion of Health Canada issued a formal invitation to the Breastfeeding Committee for Canada (BCC) to participate as a member of the Infant Feeding Joint Working Group. The Joint Working Group (JWG) was established by Health Canada in December 2009 to support the revision of select guidelines on infant feeding currently contained in the document: *Nutrition for the Healthy Term Infant - Statement of the Joint Working Group (NHTI)*. The JWG's membership includes representatives from the organizations responsible for NHTI's development, including the Canadian Paediatric Society's Nutrition Committee, Dietitians of Canada and the Health Canada. Health Canada identified the BCC as having "the experience and perspectives that will help to ensure that the recommendations remain evidence informed and relevant to supporting the health of infants in Canada". BCC sees this new affiliation with the Infant Feeding Joint Working Group as an important opportunity to impact nutrition policy affecting the health of Canadian children and their mothers.

In April 2011, before becoming a member of the Joint Working Group, BCC provided extensive feedback on the first draft of the *Nutrition for Healthy Term Infants (0 to 6 months of age)*. A copy of this is available as a PDF document on the BCC website. The BCC was very pleased that the BFI was named in the Principles and Recommendations of the NHTI and that most (though not all) of the 10 Steps to Successful Breastfeeding and the WHO International Code on the Marketing of Breastmilk Substitutes were described in the first draft of the document.

BCC attended its first meeting as a JWG member on September 28, 2011 to review stakeholder
input on the first draft of the NHTI (0 to 6 months) and then again on October 31, 2011 by teleconference for continued discussion on the second draft of the document which is slated to be finalized by the end of 2012.

Submitted by: Genevieve Courant

Financial Report 2011

Please find attached a financial statement outlining the work of the Breastfeeding Committee for Canada from January 1, 2011 to December 31, 2011.

The highlight of the year was the BCC Symposium hosted in June in Oakville Ontario. Attendees had the opportunity to hear local, national and international speakers share information relevant to the Baby Friendly Initiative.

We wish to express our sincere gratitude to the Quintessence Foundation and the BC Perinatal Program for their generous donations to this event. Their contributions allowed the BCC to offer the variety of speakers and learning opportunities to participants and the Assessor Training offered following the Symposium. Although the net income for the event was less than expenses accrued, the positive outcomes for those in attendance and the energy generated to take back to their respective provinces/territories was immeasurable.

Other highlights of 2011:

- Funds transferred to Royal Bank of Canada
- Completed closure of registration in Ontario and Quebec
- Filed Annual Return with Industry Canada
- Prepared information for the Public Health Agency for Canada
- Established a Motion Log Book
- PayPal payment option available to membership on website

BCC Proposed Budget 2012

Closing balance December 31, 2011 $36,950.71

Income
Memberships – based on 110 memberships $3,300.00
BFI Assessment Fees – based on three (3) facilities $1,500.00
Baby-Friendly Initiative Status Report $7,500.00
Enhanced Knowledge Exchange Project $24,000.00
Donations

**Minimum Total Income** $36,300.00

**Disbursements**

Enhanced Knowledge Exchange $14,000.00
Translation Services $15,000.00
Website reconstruction, maintenance and Web-hosting fees $7,500.00
BCC Display Banners $2,000.00
BCC Logo Launch $100.00
BCC Domain Name $50.00
BCC By-law Revisions $2,000.00
Conference Calls $800.00
BCC Presence at CPS Meetings $700.00
BCC Presence at Nutrition for Healthy Term Infants mtgs. $900.00
BCC Presence at BFHI in Industrialized Countries Meeting $6,000.00
Completion of Complementary Feeding Document $1500.00
Annual Accounting Fees $600.00
Industry Canada Annual Filing Fee $30.00
BFI Awards (based on three awards) $400.00
Postage and Shipping $250.00
Stationary, Office Supplies $200.00
Bank fees $50.00

**Total Disbursements** $52,080.00

**Proposed Deficit Budget for 2012** $15,780.00

Submitted by: Dianne Nikiforuk