

2017

Baby-Friendly Initiative (BFI)

National Symposium

Sept 21-22 • Moncton, NB

Creating Change

PROGRAM

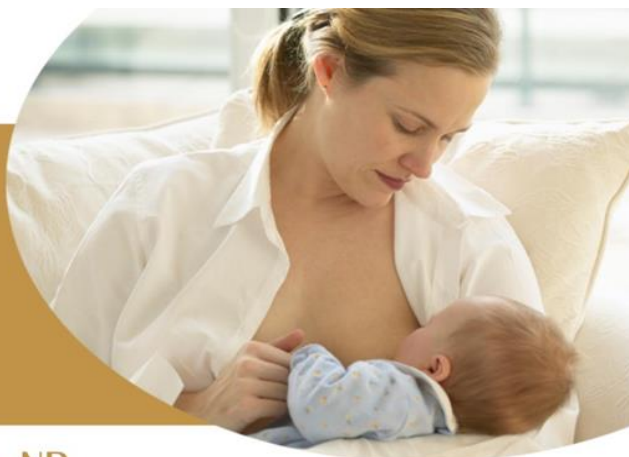
THURSDAY Sept 21, 2017	
7:30am – 8:00am	Registration
8:00am – 8:15am	Welcoming Remarks from the BCC (<i>Donna Brown</i>)
8:15am – 8:30am	Greetings from the Public Health Agency of Canada (<i>Dr. Theresa Tam</i>)
8:30am – 9:00am	Greetings from UNICEF: Better Starts Here (<i>Lisa Wolff</i>)
9:00am – 9:30am	The Baby-Friendly Initiative – A Global View (<i>Michelle LeDrew</i>)
9:30am – 9:45am	Nutrition Break
9:45am – 11:00am	Panel – BFI Provincial and Territorial Highlights
11:00am – 11:30am	Hot off the Press! Baby Friendly Indicators (<i>Marina Green</i>)
11:30am – 12:30pm	The Seeds of Change – BFI and Knowledge Translation (<i>Kathy Venter</i>)
12:30pm – 1:30pm	Lunch Break and Networking
1:30pm – 2:00pm	Do you see what I see? The BFI Assessment Lens (<i>Marianne Brophy</i>)
2:00pm – 3:15pm	Panel – The Baby-Friendly Initiative Assessment <ul style="list-style-type: none"> Achieving Baby-Friendly Designation: Balancing along the winding roads Grand River Hospital, Kitchener-Waterloo (<i>Doris Balcarras</i>) Hiking the BFI Trail North Bay-Parry Sound District Health Unit (<i>Anne Smith & Heather Lawson</i>)
3:15pm – 4:30pm	Milk Banking in Canada (<i>Francis Jones</i>) All about milk at the IWK - past, current and future (<i>Janine McClure</i>)
4:30pm – 4:45pm	Closing Remarks
7:00pm	Movie “Milk” and a panel discussion – Location: Université de Moncton

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FRIDAY Sept 22, 2017	
7:45am – 8:15am	Registration
8:15am – 8:30am	Welcoming Remarks from the BCC (<i>Michelle LeDrew</i>)
8:30am – 9:30am	Engaging Leaders: Aligning Stakeholders and Strategic Priorities with BFI (<i>Jennifer Ustianov</i>)
9:30am – 9:45 am	Nutrition Break
9:45am – 12:00pm	Creating Change – A Provincial Approach <ul style="list-style-type: none"> • Infant Feeding Research in Newfoundland and Labrador (<i>Leigh Ann Newhook</i>) • Improving breastfeeding education of health professionals in Quebec (<i>Isabelle Michaud-Létourneau and Chantal Doucet</i>) • Growing a Baby-Friendly Province: The Ontario Adventure (<i>Linda Young</i>) • Manitoba – Velvet Nudge (<i>Dawn Ridd and Linda Romphf</i>)
12:00pm – 12:15pm	Reflection, Janet Murphy Goodridge (<i>Janine Woodrow, Baby-Friendly Council of NL</i>)
12:15pm – 1:15pm	Lunch Break and Networking
1:15pm – 2:00pm	Baby-Friendly – Shaking the Lactivist Label (<i>Kathy Venter and Marina Green</i>)
2:00pm – 3:00pm	Messaging for the Future <ul style="list-style-type: none"> • Messaging the Future: Using Social Media to Promote and Support BFI (<i>Janine Woodrow</i>) • Saskatoon Mothers' Centre: Supporting a Culture of Safety for Indigenous Women (<i>Johanna Bergerman</i>)
3:00pm – 3:45pm	Advocacy Efforts to Move the Code Forward – Insights from a Real-time Evaluation in 9 Countries. (<i>Isabelle Michaud-Létourneau and Chantal Doucet</i>)
3:45pm – 4:00pm	Closing Remarks