



2017
Baby-Friendly
Initiative (BFI)
National Symposium

Sept 21-22 • Moncton, NB

Creating Change
PROGRAM

THURSDAY Sept 21, 2017	
7:30am – 8:15am	Registration
8:15am – 8:30am	Welcoming Remarks
8:30am – 9:00am	The Baby-Friendly Initiative– A Global View (<i>Michelle LeDrew</i>)
9:00am – 10:15am	The Canadian Approach – Provincial and Territorial BFI Highlights
10:15am – 10:30am	<i>Nutrition Break</i>
10:30am – 11:00am	<i>Hot off the Press! Family-Centred Maternity and Newborn Care – National Guidelines and BFI Outcome Indicators</i> (<i>Marina Green</i>)
11:00am – 12:00pm	The Seeds of Change – BFI and Knowledge Translation (<i>Kathy Venter</i>)
12:00pm – 1:00pm	<i>Lunch Break and Networking</i>
1:00pm – 1:30pm	The Baby-Friendly Initiative Assessment Process (<i>Marianne Brophy</i>)
1:30pm – 2:45pm	Panel – The Baby-Friendly Initiative Assessment <ul style="list-style-type: none"> • Grand River Hospital (<i>Doris Balcarras</i>) • North Bay Community Health Centre (<i>Anne Smith & Heather Lawson</i>)
2:45pm – 4:00pm	Donor Milk in Canada (<i>Frances Jones & Darlene Inglis</i>)
4:00pm – 4:15pm	Closing Remarks
7:00pm	Movie “Milk” and a panel discussion (<i>Noemi Weis and other panelists</i>)



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FRIDAY Sept 22, 2017	
7:30am – 8:15am	Registration
8:15am – 8:30am	Welcoming Remarks
8:30am – 9:30am	Leadership in Changing the Culture through BFI (<i>Jennifer Ustianov</i>)
9:30am – 9:45 am	<i>Nutrition Break</i>
9:45am – 12:00pm	Creating Change – A Provincial Approach <ul style="list-style-type: none"> • Memorial University of Newfoundland Breastfeeding Research (<i>Leigh Ann Newhook</i>) • Improving breastfeeding education of health professionals in Quebec (<i>Isabelle Michaud-Létourneau</i>) • The Ontario Approach (<i>Linda Young</i>) • Manitoba – Velvet Nudge (<i>Dawn Ridd and Linda Romphf</i>)
12:00pm – 1:15pm	<i>Lunch Break and Networking</i>
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"> • Social Media – Communication Relevance (<i>Janine Woodrow</i>) • First Nations – Supporting the Culture (<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</i>)
3:45pm – 4:00pm	Closing Remarks