



2017
Baby-Friendly Initiative (BFI)
 National Symposium

Sept 21-22 • Moncton, NB

Creating Change
Preliminary 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 to the Baby-Friendly Initiative – Provincial Reports
10:15am – 10:30am	<i>Nutrition Break</i>
10:30am – 11:00am	Maternal BFI and the BFI Outcome Indicators (<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"> • BC Women’s hospital • North Bay Community Health Centre
2:45pm – 4:00pm	Donor Milk in Canada (<i>Frances Jones & Atlantic Canada Rep.</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 Breastfeeding Research group (<i>Dr. Leigh Ann Newhook</i>) • Improving breastfeeding education of health professionals in Quebec (<i>Dr. 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>Dr. Janine Woodrow</i>) • First Nations – Supporting the Culture (<i>Johanna Bergerman</i>)
3:00pm – 3:45pm	The International Code and the Baby-Friendly Initiative (<i>Dr. Isabelle Michaud-Létourneau</i>)
3:45pm – 4:00pm	Closing Remarks