



The following is a news update from the Board of Directors of the Breastfeeding Committee for Canada (BCC).

Canada's 2nd Baby-Friendly™ Hospital

St. Joseph's Healthcare in Hamilton received its framed BFHI plaque in a ceremony held at the hospital on October 16. The plaque was presented jointly by Joanne Gilmore, Sr. Chair of the BCC, and David Agnew, President and CEO of UNICEF Canada before an audience of invited guests from the hospital and community. Joanne spoke on behalf of the BCC, providing background on the Baby-Friendly™ Initiative and focusing on how babies, families, staff, administration and the community at large all benefit from having a Baby-Friendly™ institution available to them. Later, Joanne addressed staff at a celebratory luncheon to congratulate them for the 10 years of hard work which resulted in the achievement of Baby-Friendly™ status.

As part of the ceremony a 6.5 minute video was premiered, including interviews with Joanne, representing the BCC; Mr. Agnew, representing UNICEF Canada; Hiltrud Dawson (the nurse and lactation consultant who was the driving force behind the hospital's BFHI achievement); Dr. Kevin Smith, President and CEO of the hospital; Dr. David Small, Chief of Obstetrics and featuring baby Sarah Lumsden, a breastfed baby born at St. Joseph's, and her parents Andrew and Jennifer. In December, the BCC sent complementary copies of the video to all BCC provincial/territorial representatives (who sit on the BCC's Provincial/Territorial Committee) for use in the work being done in provinces and territories to promote the Baby-Friendly™ Initiative.

Baby-Friendly™ Update – Other Activities and News

BFI Outcome Indicators

The ***BCC BFI Practice Outcomes Indicators for Hospitals and Community Health Services*** were finalized in October, 2003 and are available for download from the BCC's website at www.breastfeedingcanada.ca

BFI Provincial and Territorial (P/T) Conference Call Meeting

As a follow-up to the three-day meeting held at the end of May, 2003, provincial and territorial representatives and members of the BCC Board of Directors met by conference call at the end of October, with funding provided from Health Canada.

The meeting included:

- Update on progress and further discussion on the draft document on "Breastfeeding Definitions and Data Collection Periods". The original draft from the May meeting was updated over the summer to include feedback received from P/T representatives and BCC Board members. Additional decisions made on the conference call are currently being incorporated into the document which should be finalized shortly.
- Update on how provinces and territories were distributing and promoting the BCC's Practice Outcome Indicator document released in October.
- Update on how provinces and territories were supporting institutions working toward BFI implementation in their jurisdictions

- Discussions on plans and possible tools for tracking BFI implementation across Canada
- Discussions on the development of an inventory of resources to support BFI implementation – both identifying existing resources which could be shared and determining what additional resources are needed

Eleanor Rivoire of Kingston, ON, who represents the Canadian Healthcare Association on the BCC and was elected in November as Chair of the Ontario Breastfeeding Committee, has agreed to co-chair the Provincial/Territorial Committee with Barbara Selwood, of Vancouver, BC, who sits on the BCC as an independent expert and is Chair of the BC Babi-Friendly Network.

The P/T committee will meet again by conference call in February, 2004, again with funding provided from Health Canada.

BFI Assessor Training Workshops

Two workshops to train BFI assessors were held in the last half of 2003. Nine assessor candidates from 4 provinces and one territory attended a two-day English language workshop presented by Marianne Brophy, Chair, BFI Assessment Committee, held in Toronto in early October. An additional 16 assessor candidates (including 14 from QC and one each from ON and NB) attended a two-day French language workshop presented by Dr. Suzanne Dionne and Dr. Louise Dumas, held in Montreal in early December. A total of 36 assessor candidates have received BFI training through these workshops and another English language workshop held in February, 2003 in Toronto. Assessor candidates must participate in an assessment and be recommended by the lead assessor with whom they work before they can be designated as assessors.

BFI in Community Health Services Document

Orders for the document ***Baby-Friendly™ Initiative in Community Health Services: A Canadian Implementation Guide*** in both English and French, continue to arrive in the BCC mailbox. The hard copy document sells for \$15.00/copy plus 15% postage and handling (total \$17.25/copy) and both versions are also available for download from the BCC website at www.breastfeedingcanada.ca

Breastfeeding, Healthy Eating and Active Living: Natural Tools for Diabetes Prevention Project

This project will conclude at the end of March, 2004, having established a very successful programme to support pregnant women and new mothers in Miramichi, NB. Participants in the “Mummies and Tummies Walking Club” meet weekly at two sites to participate in physical activities including walking, floor exercises and swimming, hear a guest speaker or undertake an activity, share a healthy snack and receive handouts on the various aspects of the project. A total of 12 mums and babies participated in the Quintessence Breastfeeding Challenge for World Breastfeeding Week in October, 2003, the first time Miramichi participated in this national event. Although project funding for the women’s programme concluded at the end of December, 2003, local funding from Communities Raising Children in NB will enable the programme to continue to the end of March, 2004. The local steering committee is hard at work seeking additional funding to further extend the programme. As the project moves into the final three months the focus will be on evaluation. Gerry Kaplan, the project evaluator, visited Miramichi in late January to meet with all key stakeholders in the programme there. He has also completed a report on the Thompson site (which was closed at the end of May, 2003).

BCC Information Update

BCC Website

The BCC announces the launch of its new-look, "user-friendly" website design. The new design contains some new features (including a list of BCC committees, their chairs and terms of reference and the list of Provincial/Territorial reps to the BCC). Work continues on the Guest Book and Search features and the site continues to be a "work in progress" as the BCC has undertaken the revision and updating of documents which appear on the former website. Please visit the website at www.breastfeedingcanada.ca Your comments and feedback are welcome!

Nutrition for Healthy Term Infants – Revision

The Office of Nutrition Policy and Promotion, Health Canada, convened an Expert Advisory Panel on Exclusive Breastfeeding which met in Ottawa in November. Dr. Roberta Hewat, Chair of the BCC Special Projects Committee and Dr. Gail Storr, Chair of the New Brunswick Breastfeeding Advisory Committee and a member of the BCC's Provincial/Territorial Committee, were members of the seven-person panel. Dr. Hewat did not officially represent the BCC at this meeting. The meeting considered a literature review prepared by Judy Sheeshka of the University of Guelph which looked at evidence for exclusive breastfeeding for 6 vs 4 months for infants and mothers in Canada. The recommendations of the expert advisory panel are currently being reviewed at Health Canada and a second draft will be circulated for external review in February. The BCC has requested the opportunity to participate in this review. Work is also progressing on a statement on Vitamin D supplementation for breastfed infants based on the recommendation of the Dietary Reference Intake Expert Advisory Committee. The BCC has also requested an opportunity to participate in the external review of this statement expected this spring. Once complete, both these statements will serve as updates to the statements found in "Nutrition for Healthy Term Infants" published in 1998.

AWHONN Canada Conference

A debate on corporate sponsorship and the BFI was held during the annual conference of the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN Canada) held in Mississauga in October. The debate, chaired by Sharon Dore, Advance Practice Nurse, CNS at McMaster Health Science Centre, was held because of questions raised by AWHONN in the United States regarding the current AWHONN Canada policy not to accept corporate sponsorship or donations from infant formula companies (which policy is different from that in the US). Jackie Barrett, Director of the Maternal Child Program at Joseph Brant Hospital in Burlington ON and Joyce Ridge, Clinical Nurse Specialist at Mt. Sinai Hospital in Toronto ON spoke for the pro side and Isabelle Mogck, Program Director, Womens, Childrens, Family Program at Humber River Regional Hospital in Toronto ON and Barbara Czerniawski, Clinical Educator, NICU at McMaster Health Science Centre in Hamilton, ON spoke for the con side. BCC Sr. Chair Joanne Gilmore attended the debate which focused on two questions:

1. Should AWHONN Canada accept sponsorship and donations from infant formula companies?
2. Is BFI the right direction for women, children, nurses and hospitals?

Joanne reports that the pro side focused on BFI from a population health perspective as evidence-based best practice resulting in a high quality of care for mothers, babies and families. The con speakers discussed the issue of guilt experienced by women who report feeling "pressured" to breastfeed and the need institutions have for private sector funding to support staff education and equipment purchase. A vote taken following the

debate is reported to have been more than 50% in favour of continuing to ban funding to AWHONN Canada from infant formula companies and in support of the BFI (the percentage is said to be higher if the votes of AWHONN Canada members only were counted). The BCC is currently seeking additional information about the debate and may follow up with AWHONN Canada.

BCC Board

The BCC Board held a total of eight conference call meetings between the Annual General Meeting in March and the end of January, 2004. Terms of reference are now complete or in development for the following committees (names of chairs in brackets) :

BFI Assessment (Marianne Brophy)

Education (Wendy Stefiuk)

Infant Nutrition (Johanna Bergerman)

Provincial/Territorial (Barbara Selwood and Eleanor Rivoire)

Special Projects (Roberta Hewat)

Issues on which the Board has focused over the last several months include:

- Completion of the BFI Practice Outcome Indicators document
- Planning for the October Assessor Training Workshop
- Planning for the October Provincial/Territorial conference call meeting
- Ongoing work on the breastfeeding definitions and timeframes document
- BCC website
- Planning for the BCC AGM, Spring, 2004
- BCC Funding (as current grants will conclude in June 2004)

The Board 's next conference call meeting will be held February 12.

Membership in BCC

Thank you to all members for your continuing support through membership. Please renew by sending your cheque or money order in the amount of \$10/year to the BCC Office. Receipts can be issued upon request.

Other News

Nestle Boycott

BCC member organization INFACCT Canada has refocused on the Nestle Boycott over the last several months. Ben Spurr, Nestle Boycott Coordinator, has issued a series of updates on the campaign since October, 2003. Current and past updates are posted on the INFACCT Canada website at www.infactcanada.ca under the Nestle Boycott section.

Breastfeeding and Environmental Contaminants

Towards Healthy Environments for Children: Frequently asked questions about breastfeeding in a contaminated environment , prepared by Dr. Penny Van Esterik of York University, Toronto ON is a fact sheet which addresses frequently asked questions about breastfeeding and environmental contaminants. The FAQ is a joint collaboration of the International Baby Food Action Network (IBFAN), La Leche League International (LLL), Linkages and the World Alliance for Breastfeeding Action (WABA).

This FAQ is available for download from the website of the National Network on Environments and Women's Health at <http://www.yorku.ca/nnewh/english/nnewhind.html> (click on "What's New" on the left side of the home page). A limited number of hard copies are available from the BCC office.

Maternity Protection

Another collaboration between IBFAN, Linkages and WABA with the International Lactation Consultant Association (ILCA) is *Maternity Protection at Work: A Breastfeeding Perspective*. This kit is a tool to assist those wishing to promote maternity protection in the workplace and/or encourage ratification of ILO Convention 183 (2000) or stronger national laws. Copies of the kit are available from INFACCT Canada or may be downloaded from the WABA website at

<http://www.waba.org.my/womenwork/campaign.html>

World Breastfeeding Week 2004

WABA has announced that the theme for World Breastfeeding Week 2004 will be **Exclusive Breastfeeding: the Gold Standard--safe, sound and sustainable:**

In 2002, WHO and UNICEF launched the *Global Strategy for Infant and Young Child Feeding* which calls upon all governments and other actors:

“to ensure that all health and other relevant sectors protect, promote and support exclusive breastfeeding for six months and continued breastfeeding up to two years of age or beyond, while providing women access to the support that they require – in the family, the community and the workplace – to achieve this goal”.

This year's WBW aims to stimulate activity worldwide to get more people to understand the importance of exclusive breastfeeding and to think of ways to enable mothers to do it. The context for this is the new Global Strategy which many people are beginning to implement.

More information is available on the WABA website at

<http://www.waba.org.my/wbw/wbw04/wbw2004.html>

Global Strategy for Infant and Young Child Feeding is available on the WHO website at

http://www.who.int/child-adolescent-health/New_Publications/NUTRITION/gf_ijcf.pdf

If you have information you would like to share with BCC members please e-mail it to the BCC office from where it can be forwarded:

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