

Breastfeeding Committee for Canada short history

The BCC is a registered not for profit organization dedicated to the protection, promotion and support of breastfeeding and the implementation of the Baby-Friendly Initiative (BFI) in Canada.

The BCC was established in 1991, as a Health Canada initiative following the World Summit for Children, to establish breastfeeding as the cultural norm for infant feeding within Canada.

In 1998, the BCC confirmed its commitment to the Baby-Friendly Hospital Initiative (BFHI) and expanded the initiative to include community health services, reflecting the continuum of care.

The BCC's BFI standards provide evidence-informed best practice for all mothers and babies around infant feeding.

As the national authority for the BFI, the BCC is committed to the protection, promotion and support of breastfeeding and informed decision-making regarding the use of non-human milk.

Mandate

The BCC is the national authority for the BFI with the mandate of overseeing the implementation, assessment and monitoring of BFI in Canada and to ensure compliance with the BCC's BFI standards in BFI designated facilities.

Vision

Canadian children are breastfed.

The key areas of focus for the BCC to achieve this vision are to:

- ✓ promote maternal and infant health by increasing breastfeeding exclusivity up to six months and duration rates up to age two years and beyond.
- ✓ increase the number of Canadian facilities that meet the standards for BFI assessment
- ✓ integrate BFI into Accreditation Canada Required Organizational Practices
- ✓ strengthen relationships with federal and provincial/ territorial governments, professional associations involved with maternal-child health and health equity and with international organizations

Partnerships

The BCC has many strategic partnerships including active membership with the international BFHI Network for Industrialized countries, the International Breastfeeding Collaborative, and the Global Breastfeeding Collective, a strong liaison with the Public Health Agency of Canada and the Canadian Pediatric Society. The BCC is engaged with Accreditation Canada where we have positions on the technical committee. The BCC has a collaborative relationship with UNICEF Canada.