

Volume 5, Number 1,
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BREASTFEEDING CANADA

Vision

Breastfeeding is the cultural norm for infant feeding in Canada.

Mission Statement

To protect, promote and support breastfeeding in Canada as the normal method of infant feeding.

Objectives

Provide a forum for addressing Canadian breastfeeding issues.

Maintain ongoing communication with governments and organizations to protect, promote and support breastfeeding.

Provide ongoing expert advice and recommendations on breastfeeding research, policy and program development, and direction to governments and organizations.

Develop partnerships and collaborative strategies to protect, promote and support breastfeeding.

As the National Authority for the Baby-Friendly Initiative, oversee and facilitate the implementation of the Baby-Friendly Initiative in Canada.

Membership

The group consists of independent experts and representatives of the following associations or organizations:

Aboriginal Nurses Association of Canada
Association of Women's Health, Obstetric and Neonatal Nurses
Canada Prenatal Nutrition Program
Canadian Lactation Consultant Association
Canadian Confederation of Midwives
Dietitians of Canada
Canadian Healthcare Association
Canadian Institute of Child Health
Canadian Nurses Association
Canadian Paediatric Society
Canadian Perinatal Programs Coalition
Canadian Pharmacists Association
Canadian Public Health Association
College of Family Physicians of Canada
Federal/Provincial/Territorial Group on Nutrition
Health Canada
INFACT Canada
La Leche League Canada
Ligue La Leche
Society of Obstetricians and Gynecologists of Canada
UNICEF Canada

Co-Chair

Rotating members elected to a two year term.

Meetings

Held approximatively once a year.
Committees work on identified issues on an ongoing basis.

Editorial Committee

Jennifer Peddlesen, Gisèle McCaie-Burke, Marilyn Sanders and Sue Hodges.

Statements and opinions expressed in this newsletter are those of the authors and not necessarily the opinion of the member organizations.

MESSAGE FROM THE CO-CHAIRS

HAPPY ANNIVERSARY BCC!

By Gisèle McCaie-Burke and
Jennifer Peddlesen



Left to Right: Co-Chairs, Gisèle McCaie-Burke and Jennifer Peddlesen confer on the agenda for the Board of Director's meeting, October 2000.



Left to Right: Gisèle McCaie-Burke, Jennifer Peddlesen, Roberta Hewat and Sue Hodges of the BCC discuss the issues of the day at the Board of Director's meeting, October 2000.

WITH THE TURNING OF THE CALENDAR TO 2001, THE BREASTFEEDING COMMITTEE FOR CANADA IS CELEBRATING ITS 10TH ANNIVERSARY. BEGUN IN 1991 AS THE HEALTH CANADA EXPERT WORKING GROUP ON BREASTFEEDING, THE BCC HAS MOVED SLOWLY, CAREFULLY AND STEADILY FORWARD TO PROTECT, PROMOTE, AND SUPPORT BREASTFEEDING IN CANADA. MEMBERSHIP IN THE BCC HAS EXPANDED TO ENCOMPASS NEW ORGANIZATIONS AND A BROADER BASE OF INDEPENDENT EXPERTS, AS WELL AS MANY "ASSOCIATE MEMBERS" FROM ALL ACROSS CANADA. THIS YEAR THE BCC IS NOW A REGISTERED CANADIAN NOT-FOR-PROFIT CORPORATION AND IT WILL CONTINUE TO BE SYNONYMOUS WITH BREASTFEEDING SUPPORT ACROSS OUR LAND.

As Co-Chairs we have been challenged at every turn to keep up with the requests for information and expert advice directed to the BCC. In response the Board engaged a social marketing expert to assist us to stream-

line and focus the work of the BCC for the next two years, as we develop a new Strategic Plan.

Documents for three Canadian hospitals have been reviewed already this year following requests for Baby-FriendlyTM Pre-Assessment. Although time consuming, this work to move forward the Baby-FriendlyTM Initiative is a key to fulfilling our mission of making breastfeeding the cultural norm in Canada. We are also pleased to be working with the New Brunswick Breastfeeding Advisory Committee on the national *Breastfeeding NOW* conference, to be held in Moncton, NB, May 25th to 27th, 2001. (see page 3)

This 10th anniversary of the founding of the BCC is also The International Year of the Volunteer. A sincere thank you to the BCC's many dedicated volunteers and also to all others who work freely and tirelessly to protect, promote and support breastfeeding in Canada. ■

BABY-FRIENDLY™ INITIATIVE (BFI) IN CANADA - UPDATE 2001

Susan Hodges, Breastfeeding Committee for Canada (BCC) and BCC Board representative for the Canadian Institute of Child Health (CICH), and Marilyn Sanders, BFI Coordinator and UNICEF representative to the BCC.

THE BREASTFEEDING COMMITTEE FOR CANADA (BCC) ANNOUNCED THE INITIATION OF THE BABY-FRIENDLY™ INITIATIVE IN CANADA IN 1998 WITH FUNDING FROM HEALTH CANADA. THE BABY-FRIENDLY™ HOSPITAL INITIATIVE (BFHI) IS AN INTERNATIONAL TEN STEP PROGRAM TO SUCCESSFUL BREASTFEEDING, ESTABLISHED IN 1992 BY WHO AND UNICEF TO PROTECT, PROMOTE, AND SUPPORT BREASTFEEDING WORLDWIDE IN HOSPITALS AND IN THE COMMUNITY. THERE ARE MORE THAN 15,000 BABY-FRIENDLY™ HOSPITALS DESIGNATED WORLDWIDE. AS THE NATIONAL AUTHORITY FOR THE WHO/UNICEF BABY-FRIENDLY™ INITIATIVE (BFI) IN CANADA, THE GOAL OF THE BCC IS IMPLEMENTATION OF THE BFI ACROSS CANADA. IN JULY 1999, THE BROME-MISSIQUOI-PERKINS HOSPITAL IN COWANSVILLE, QUEBEC SUCCESSFULLY PASSED THE EXTERNAL ASSESSMENT AND WAS DESIGNATED BY THE BCC AS CANADA'S FIRST BABY-FRIENDLY™ HOSPITAL. THERE WAS GREAT EXCITEMENT CANADA-WIDE. OTHER CANADIAN HOSPITALS ARE VERY CLOSE TO BABY-FRIENDLY™ DESIGNATION, AND MANY ARE WORKING ON THE TEN STEPS TO SUCCESSFUL BREASTFEEDING REQUIRED FOR THIS AWARD.

The BCC developed an Action Plan for the Implementation of BFI (March 1998). Early on, the BCC had identified the BFI as one of the most important and effective strategies for the protection, promotion and support of breastfeeding. The BCC chose to use the term, "Baby-Friendly™ Initiative (BFI)" to indicate that the community must be involved in the implementation of BFI. In order to expand on and realize this community aspect of BFI, the BCC partnered with the Canada Perinatal Nutrition Program (CPNP) of Health Canada. This partnership would afford both organizations the chance to broaden the BFI to the wider community and to serve the health concerns of Canadian families more effectively. One of the outcomes of this partnership has been the formation of the BCC's BFI in the Community Committee. This committee is focusing on the development of criteria and a process to designate non-hospital healthcare facilities as Baby-Friendly™.

Also in 1998, funding from Health Canada enabled the BCC in its outreach to the provinces and territories, relative to the BFI. In May 1998, provincial and territorial governments were invited to send representatives to one of three meetings with BCC members. These meetings were held in Toronto, Calgary and Quebec City. Representatives received information on the history, background, and importance of the BFI. The goal was for these representatives to assist in the implementation process by:

- Naming a BFI coordinator for their jurisdiction, or
- Establishing a new, or designating an existing committee as the BFI Implementation Committee, and
- All were invited and encouraged to send a representative to the conference and BFI launch in Vancouver, November 1998.

By the time of the National Baby-Friendly™ Launch and Conference, some provincial and territorial jurisdictions had designated a coordinator or established a committee. Others, which had not, were encouraged to network with their respective jurisdictions and to develop strategies.

Slowly, BFI was moving forward. The biggest boost came in February 1999, when the Breastfeeding Committee for Canada (BCC) received \$266,380 from the Population Health Fund of Health Canada to implement and evaluate the Baby-Friendly™ Initiative (BFI) in Canadian provinces and territories. This funding demonstrated the Canadian government's commitment to promote breastfeeding as a major preventive health measure for Canadians. Moreover, this funding is key to the success of the provincial and territorial initiatives in increasing breastfeeding initiation and duration across Canada. Using this newest funding, the BCC began consultations with the provincial and territorial committees or key stakeholders, offering to visit the jurisdiction, attend meetings and make presentations to help facilitate and foster the implementation and evaluation of becoming Baby-Friendly™ in Canada. BCC members have visited the provinces and territories of British Columbia (Roberta Hewat), Manitoba (Marilyn Sanders & Sue Hodges), New Brunswick (Marilyn Sanders & Marie Labrèche), the Northwest Territories (Jacki Glover), Saskatchewan (Marilyn Sanders & Maureen Fjeld), Newfoundland (Marilyn Sanders & Roberta Hewat), Nova Scotia (Cathie Royle & Marilyn Sanders), Ontario (Marilyn Sanders & Sue Hodges), Prince Edward Island (Marilyn Sanders & Cathie Royle), the Francophone regions of New Brunswick (Suzanne Dionne), Quebec (Gisèle McCaie-Burke) and the Yukon (Maureen Fjeld). A visit to Alberta is tentatively scheduled for April 2001.

These visits have offered the visiting BCC members a wonderful opportunity:

- To see the many initiatives which communities in the provinces and territories have already begun to protect, promote and support breastfeeding and,
- To implement the principles of the BFI to realize the vision of breastfeeding as the cultural "norm" for infant feeding in Canada.

This funding also enabled the BCC to produce a series of documents for Canada on the BFI's program and process, in both official languages.

In conclusion, we ask where will the next Baby-Friendly™ Hospital be? In your province or territory?

To become an associate member of the BCC, please contact the BCC at: PO Box 65114, Toronto ON, M4K 3Z2, Fax: 416-465-8265 E-mail: bfc@istar.ca ■

Visit the BCC's web site at:

www.geocities.com/HotSprings/Falls/1136

Here, you will find the complete listing of the BCC's BFI documents and many other useful resources.



NATIONAL BREASTFEEDING CONFERENCE



Canada's National Breastfeeding Conference

May 24-26, 2001

Delta Beauséjour Hotel
Moncton, New Brunswick

At **Breastfeeding NOW**, you'll hear all about new strategies and clinical information, best practices, and success stories. Join Canadian decision-makers, stakeholders and policy makers committed to protecting, promoting and supporting breastfeeding together as you:

- Explore strategies aimed at encouraging breastfeeding in your community.
- Find practical strategies to create a breastfeeding culture.
- Learn how to overcome challenges to breastfeeding at the individual, family and community level.
- Get up to date. Hear the latest clinical information, policies, and educational approaches . . . and more.

Make a difference in your community.

Attend **Breastfeeding NOW**.

Don't miss our expert speakers!

- Jack Newman, M.D., FRCPC
- Ted Greiner, Ph.D.
- Katherine Dettwyler, Ph.D.
- Micheline Beaudry, Ph.D.
- Lise Montagne
- Chris Hafner-Eaton

For More Information:

1-800-701-7788 or
susan@harleymallory.com

Organized by:

Breastfeeding Committee for Canada
New Brunswick Breastfeeding Advisory Committee
New Brunswick Department of Health and Wellness

Who will be there?

Stakeholders, decision-makers, policy makers representing . . .

- Healthcare Departments
- Healthcare Institutions
- Federal, Provincial, Municipal levels
- Hospitality Industry
- Retail Sector
- Workplace
- Medical Professionals
- Social Workers
- Community-based Healthcare

Visit our website for more information
<http://pages.ivilage.com/bfnow/bfnw>



CPNP PROJECT
REPORT

STARTING SMART
PROMOTES
BREASTFEEDING IN
YOUNG MOMS

By Alex Merrill, Postnatal
Program Director, Hazelton, B.C.

ITS LUNCH HOUR AT HAZELTON SECONDARY SCHOOL, AND A COUPLE OF YOUNG WOMEN ARE HURRYING OVER TO THE SMALL BUILDING ADJACENT TO THE SCHOOL. IT'S MEALTIME FOR THEIR BABIES AT STEPPS (STUDENT TEEN EDUCATION PARENTING PROGRAM SOCIETY) TOO, AND THEY ARE ABOUT TO GET THE BEST FOOD THEIR MOMS CAN GIVE THEM.

Tanya, 17, is one of those young moms who has chosen to breastfeed her baby while she continues her education. She has her nine-month-old son in STEPPS, which opened in 1995, to help teenaged mothers stay in school.

Tanya is also a client in the Starting Smart Program, a pregnancy and postpartum outreach program in Hazelton, British Columbia. The Hazelton area is a cluster of small communities in the northwest. Starting Smart began four years ago to address pre- and postnatal nutrition education and high prenatal risk in this primarily First Nations population. At weekly Starting Smart group sessions, both at the high school, and at the nearby Grace Lynn Centre, breastfeeding is the norm, not the exception.

After Tanya picks up her baby from STEPPS daycare, she brings him back to the quiet room at the high school where Starting Smart holds a weekly lunch hour program. There, she nurses her son as one of the outreach workers provides her with a sandwich and milk, and talks with her about getting more calcium in her diet. The baby is falling to sleep in her arms as Tanya eats and chats with the other young women in the group. At one point, Tanya advises a newly pregnant friend, that while she will likely get some

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