

**Annual General Meeting
Breastfeeding Committee for Canada
Report 2018**



The National Authority for the Baby-Friendly Initiative
L'Organisme national responsable de l'Initiative des amis des bébés

www.breastfeedingcanada.ca

Our Vision:

Canadian Children are
Breastfed

Our Mission:

The Breastfeeding Committee for Canada is our national authority for the BFI.
We protect promote and support breastfeeding in Canada

The Board of Directors for the Breastfeeding Committee for Canada (BCC) 2018

Co-Chairs	Pam O’Sullivan (Interim from Fall 2018) Kathy Venter (Interim from Winter)
Representative for the revision of the Family Centered Maternity and Newborn Care Guidelines	Marina Green (till Winter) Michelle LeDrew (till Summer)
Membership Secretary	Linda Romphf
Treasurer	Shannon Anderson
BFI Assessment Committee Co-Chairs: BCC Representative to Industrialized Nations	Marg LaSalle Kathy Venter
P/T BFI Implementation Co-Chairs	Heidi Boyd Lea Geiger
Secretary	Susie Wood (till Fall) Maxine Scringer-Wilkes (from Fall)
BCC Representative to Industrialized Nations	Barbara Selwood Pam O’Sullivan (till Fall 2018) Louise Dumas Maxine Scringer-Wilkes (till Fall)
BCC Representative to the Canadian Paediatric Society’s Nutrition and Gastroenterology Committee	Laura Haiek

Breastfeeding Committee for Canada Reports for 2018 (January 1-December 31):

Annual General Meeting

BCC Board of Directors Co-Chairs Report

Background Summary

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

The BCC is a volunteer organization that does not have any sustained public or private funding.

Membership of the BCC

Membership is open to Canadians interested in voluntarily furthering the objectives of the BCC, who is in no way associated with a company whose products fall within the scope of The WHO International Code of Marketing of Breastmilk Substitutes (the Code), and subsequent, relevant World Health Assembly Resolutions, and whose application has been approved by the Board. BCC membership categories and fees are described in the BCC Bylaws.

Membership fees (\$30) are due annually by the end of March. Automated reminders and on-line payment of membership fees are managed through the website. These fees support BCC expenses such as teleconference meetings of the BCC Board and Committees, participation of the BCC representative to the Canadian Pediatric Society (CPS) Nutrition and Gastroenterology Committee, and participation of the BCC delegates to the WHO sponsored Coordinators for the BFHI in Industrialized Countries meetings.

Membership forms are available at <http://www.breastfeedingcanada.ca>

Financial Responsibility

In 2018 Shannon Anderson oversaw the treasury under the guidance of Feddema and Company, Chartered Accountants, Alberta.

Activities:

During 2018 there were 11 Board meetings.

BCC Board meetings including the first joint meeting of Board, P/T committee and Assessment committee to discuss the role of the BCC, each committee and the work plan for moving forward (based on past model, strategic planning report etc.) discussed logic model, terms of reference for each committee, and strategic plan.

Extra-ordinary meetings related to the BFI Innovative Strategy Project were conducted as needed.

Board members and co-chairs met between Board meetings to draft and submit an application for funding to the Public Health Agency of Canada, to review and update the BCC Strategic Plan and to operationalize the goals outlined in the organizations' logic model and to respond to issues and plan for upcoming meetings and activities.

Countless hours of donated time by members continued to support the work of the Board, Standing Committees and ad hoc groups.

The BCC Board collaborated with the BFI Provincial/Territory BFI Implementation and BFI Assessment Standing Committees to continue to work for a sustainable, inclusive system for the implementation and assessment of the BFI. Many members of the Board are also involved in either the P/T Committee or BFI Assessment Committee work, and often both, creating close collaboration and consultation around all the work.

In 2018 the BCC responded to and engaged the WHO and UNICEF around the revised BFHI Guidelines (2017). Representatives of the Board and the Assessment Committee continue to work internationally with other industrialized countries and WHO/UNICEF to develop supporting documents and implementation tools to facilitate the changes to the Initiative. Canada is in a very strong position as our national indicators are very much in line with the revisions.

Louise Dumas, Kathy Venter and Laura Haiek attended the BFHI Network meeting in the Netherlands and the team are committed to working at this level on the global BFHI.



BFHI Network
report 2018-KV-LD (1)

In 2018, the Board was successful in receiving \$1,300,000.00 funding from the Public Health Agency of Canada (PHAC) to support the scaling up of BFI implementation in Canada through the **BFI Innovative Strategy Project**.

The project allows for a national director to increase public awareness of the BFI and facilitate 25 hospitals to proceed towards BFI designation. During 2018 the following work was done:

- Hired a lawyer to review contracts
- Created and posted the BFI Director position
- Drafted the job description and contract
- Advertised the posting and interviewed applicants (6 applicants: 2 selected for interview).

A Press Release from Health Canada revealed the BFI Innovative Strategy Project and the Family Centered Maternal and Newborn Care Guidelines for Breastfeeding (Chapter 6) were both released during World Breastfeeding Week.

Work was also completed on the following projects all of which were PHAC funded:

- a communications guide that will provide direction on developing positive infant feeding messages, such that they are supportive of a breastfeeding culture. The guide will be able to be used within all levels of government, the health system and stakeholders.
- The PHAC documents: 10 Valuable Tips for Successful Breastfeeding and the 10 Good Reasons to Breastfeed.

The Provincial/Territorial BFI Implementation Committee continued to provide an opportunity for networking and knowledge exchange across jurisdictions and with other associations, organizations and committees on topics that relate to the implementation of the Baby-Friendly Initiative. The Committee held six regular meetings by conference call in 2018.

Planning was escalated to ensure a successful BFI Symposium for 2019 resulting in the NWT being selected to host the event in Yellowknife. Thank you to the planning committee including Kyla Wright, Govt. of NWT, Heidi Boyd and Lea Geiger of the PT committee for the great work which can be viewed at the Symposium website.

See P/T BFI Implementation Committee Report for more details.

The BFI Assessment Committee continued the business of supporting the BFI process in provinces and territories, organizing assessments, mentoring assessor candidates and reviewing, revising and updating the assessment documents.

The BFI Assessment Committee held eight meetings in 2018.

See BFI Assessment Committee Report for more details.

Website: Tom Cahill continues to provide website support for the BCC.

There were 94,362-page views of our website in 2018 ranging monthly from just over 9,000 to just over 13,000. Almost all of the 39,000 visitors were from Canada and the USA, and a significant number were unknown. The rest were from Ukraine, China, Russian Federation, Denmark, France, Brazil, and Uzbekistan.

See Web usage report.

Acknowledgements

Special thanks to all the members of the BCC Board for the exemplary work done over the past year as there was a need for flexibility as roles had to change unexpectedly, especially thank you to Shannon, Pam and Marina for overseeing the work associated with the Collaborative Project. The BCC recognizes the increasing commitment to the BFI throughout the country. The support shown for the work is evident from the growing number of requests for information from individuals and facilities across the country.

Kathy O'Grady Venter, Pam O'Sullivan, and Marina Green
BCC Co-Chairs during 2018

Breastfeeding Committee for Canada (BCC) Provincial/Territorial Baby-Friendly Initiative (BFI) Implementation Committee Report on 2018 Activities

1. Background

The Provincial/Territorial Baby-Friendly Initiative (BFI) Implementation Committee (P/T committee) is one of two standing committees of the Breastfeeding Committee for Canada (BCC). Members, who represent all provinces and territories, as well as the Public Health Agency of Canada (PHAC), participate in activities that build capacity and foster dialogue and collaboration toward the continued implementation of the BFI in Canada.

2. Meetings

The P/T Committee meetings every second month and held six regular meetings by conference call in 2018.

3. Activities

The P/T committee provides a forum for ongoing dialogue, knowledge exchange and strategic collaboration across Canada through regular conference call meetings, email discussion, professional development opportunities and sharing of key resources. Some regions also meet regularly to discuss common priorities.

One of the main activities of the PT committee is to provide an opportunity for networking and knowledge exchange across jurisdictions and with other associations, organizations and committees on topics that relate to the implementation of the Baby-Friendly Initiative. The PT committee organizes a biannual National BFI Symposium as a cross national forum for these purposes. Yellowknife, NWT was chosen as the location for the 2019 Symposium, which will take place October 1-3, 2019. The co-chairs of the planning committee are Kyla Wright and Nina Lawson (NWT) and they have struck a sub-committee of the PT group to support the planning of this event. This committee met for the first time in December 2018 and included Sally Loring, Brenda Dedon, Leah Butcher, Shannon Anderson (BCC Board Treasurer), Heather Omilgoitok, Marie-Christine Friolet, Robyn Mantla and Eileen Chuey. The PT Committee Co-chairs are also sitting on this sub-committee to provide support and liaise with the BCC Board. October 1st will be a Pre-conference workshop (Traditional practices and infant feeding and cultural safety – to be confirmed) followed by the two-day Symposium. The committee plans to get approval of the Symposium theme from the BCC Board early in 2019 and send out the save the date information and call for abstracts.

P/T Co-chairs established a Gmail account and started to use Google Doc's to improve communications, increase efficiency, usability of information and archive files. This initiative will support a smoother handover process to the next Co-Chairs.

The P/T Committee also organizes professional development opportunities for Members. In 2018 Saskatchewan's representative Jana Stockham and her colleague Carli Wellington presented on their new Saskatchewan Prenatal app. Other presentations planned for 2019 include the NEO BFHI survey (Laura Haiek) and the New WHO Indicators (Kathy Venter).

4. Committee members provided highlights of work around the BFI in their Province or Territory in 2018

Yukon
No update
Nunavut
<ul style="list-style-type: none"> ● The Department of Health hired a lactation consultant to deliver breastfeeding education sessions over a week long period to front line nurses, nurse managers and community health workers. The lactation consultant also discussed infant feeding and BFI with health managers, with the goal to explore policy changes to support breastfeeding in the Territory ● The Department of Health supported communities across the Territory to run the annual breastfeeding challenge during world breastfeeding week in October.
Northwest Territories
<ul style="list-style-type: none"> ● In the Northwest Territories, current work around the Baby-Friendly Initiative is guided by the <i>Early Childhood Development Action Plan for 2017-2020</i> which identifies the need for action to improve outreach and support for expectant mothers in multiple areas, including breastfeeding. <ul style="list-style-type: none"> ▪The deliverable related to infant feeding health promotion indicates that facilities be supported to achieve and maintain their Baby Friendly Initiative (BFI) designation and continue to promote community-based breastfeeding and prenatal nutrition programs. ● Terms of Reference and a Work Plan for a multidisciplinary Territorial Infant Feeding Working Group (TIFWG) with membership from across the NWT have been developed. The TIFWG meets twice per year, in-person. ● Research was undertaken (2017/18) to identify current rates of breastfeeding initiation and duration and to understand current gaps and areas for enhancement for maternal child programs and services in the NWT. <ul style="list-style-type: none"> ▪The research is published in the report '<i>Learning from Mothers, Grandmothers, and Great-grandmothers About Breastfeeding in the NWT</i>'. ● Moms, Boobs and Babies (a local breastfeeding peer support group) developed a Breastfeeding Peer Support Volunteer - Train the Trainer Program and facilitated a pilot training session for mothers attending from across the NWT. (2017/18) ● GNWT, Department of Health and Social Services (DHSS) is the final stages of completing a new resource series, "<i>Infant Formula: What you need to know</i>" which will provide information and

resources to health care providers and families around the safe preparation, storage and feeding of infant formula. This resource was adapted with permission from BFI Strategy for Ontario. (2018)

- A Territorial Infant Feeding Policy has been drafted and reviewed for feedback by the Infant Feeding Working Group. (2018)
- The DHSS worked in partnership with a regional authority and hosted an in-person Breastfeeding Conference which provided training in two streams: 20-hour BFI training or Moms, Boobs, and Babies Breastfeeding Peer Support Training. This event was hosted in Hay River, Northwest Territories and provided training to participants from across the Northwest Territories. (2019)
- The DHSS submitted a proposal to host the BCC BFI Symposium 2019 in Yellowknife, Northwest Territories.

Newfoundland and Labrador

- The Government of NL continues to prioritize increasing breastfeeding rates in the province. The current initiation rate in NL is 76% (PPNL, 2018). To support their commitment to create communities that support breastfeeding, Government is partnering with the Baby-Friendly Council of NL (the Council) on the creation of a toolkit for Municipalities called “Space for Everyone – Communities Supporting Breastfeeding.” Members of the Council are working with municipalities across the province to encourage the towns and cities to sign pledges, proclamations and resolutions in support of breastfeeding-friendly spaces. Promotional materials, including life-size cutouts, infographics and decals, have been created as part of the toolkit to raise public awareness and help to normalize breastfeeding in the culture of NL. Thank you to members of the PT committee who provided support in the creation of this toolkit and particularly to NB and QC who allowed NL to adapt materials they developed for municipalities.
- The Baby-Friendly Council of NL continues to focus on public education and awareness, BFI and research to inform policy and practice in NL. Council members in all Regional Health Authorities support the implementation of BFI and Labrador West Health Center in Labrador City was the first facility in Atlantic Canada to receive designation in June 2018. Congratulations to all involved in this important achievement.

Nova Scotia

- IWK achieved BFI Designation in Summer 2018. There was a great event to unveil the plaque on the 1st October which was attended by many staff and Mums involved in the work to gain Designation. The success was mentioned in the House with support and congratulations being voiced by the Health Minister. Michelle (LeDrew) was invited to the House to hear the statement being read. Congratulations all around.
- A significantly revised and updated Infant Feeding policy was rolled out throughout Nova Scotia Health Authority (NSHA) during Fall 2018. This policy was already in place in IWK as it was required for Designation so resulting in a truly Provincial policy. NSHA CEO and Executive team were very

interested in, and supportive of, the policy recognizing the impact it will have on Mums, visitors to the organization and staff returning from maternity leave who wish to breastfeed.

- Following on from the publication of the Infant Feeding policy, an educational piece on the policy has been developed for inclusion in the culture section of General Orientation. This session is mandatory for all new employees to NSHA and, therefore, will clearly demonstrate from the outset the organization's support for breastfeeding and the expectations of all employees.
- Nova Scotia is delighted to have received agreement and financial support from NSHA to recruit a permanent BFI Resource Nurse - a temporary position has been in place for the past six months. The creation of this position has been really helpful in raising awareness of breastfeeding and BFI within the organization and assisting the Units forward towards BFI Designation readiness.

New Brunswick

In January 2018, the *revised New Brunswick Department of Health Breastfeeding Policy Statement* was released. In addition, the two BFI Coordinators that were newly hired (as recommended by the Minister of Health) hit the ground running to help coordinate efforts within the two Health Networks to move BFI forward. Through their combined efforts, and with assistance from the Program Advisor at the Department of Health, priority areas identified by the 2017 Provincial BFI self-assessments were identified:

- Complete a BFI Monitoring report for 2018.
- Revise and relaunch the previous Mentor program within all health care facilities. 7 workshops were held throughout the province to train mentors to work with staff within their respective facilities-both hospital and Public Health.
- Revise existing resources used by staff to help families achieve feeding goals.
- Work with Perinatal NB to revise Infant Feeding Data collection.
- Work with Perinatal NB to revise the previous client/staff BFI survey.
- Provincial scan/analysis of formula usage in hospitals completed.

Promotions work moved to the Department of Social Development-Wellness branch which means two Departments within the Government have responsibility for moving BFI forward in the province. Strategic priority areas were identified:

- Identify target groups who support new families with breastfeeding.
- Create a campaign/resources to help support people (primarily partners and grandparents) support a new mother while breastfeeding. This was rolled-out for World Breastfeeding Week.
- Education and Surveillance responsibilities have stayed with the Department of Health.

PEI

The PEI Breastfeeding Coalition has continued to be active in 2018. With funding from a Department of Health and Wellness 'Wellness Grant' the Coalition developed:

- Posters for healthcare facilities. These posters celebrate breastfeeding and feature the PEI Breastfeeding Coalition website link.
- Information magnets for distribution to new families at the birth hospital and also by Public Health Nurses and other healthcare providers in the community.
- The Coalition is also in the process of updating their Workplan through 2023.

The PEI BFI Steering Committee continues to meet on a regular basis. Work is underway to:

- Pilot a drop-in Breastfeeding Clinic two mornings a week in Charlottetown. The clinic will be staffed by a Public Health Nurse and a Lactation Consultant. The plan is to have the clinic open in late spring 2019.
- Develop a business plan for BFI to present to Senior Management at Health PEI.

Health PEI, in hospitals and the community, is working to:

- Continue to support skin-to-skin practices at birth. Progress is being made in that more parents are having the opportunity to hold their baby skin-to-skin immediately following Cesarean birth.
- Secure a contract for the provision of Infant Formulas and accessories for the province. A request for proposals was issued in 2018 and a contract should be in place in early 2019.
- Provide parents with the resource *Infant Formula: What You need to Know*. Permission was received from the BFI Strategy for Ontario to distribute this resource in PEI.

Québec

- **Provincial policy:** There is a target in the operationalization of the Programme nationale de santé publique 2015-2015 (<http://publications.msss.gouv.qc.ca/msss/document-001565/>) on the implementation of breastfeeding best-practices not only in obstetrical and community services but also in neonatal services.
- **Certification:** The Quebec BFI Certification Committee is under the responsibility of Québec's Ministère de la Santé et des Services sociaux (MSSS). It was previously composed by the ministerial team and lead assessors but it was broadened to include three managers from BFI certified institutions that contribute their valuable expertise to the committee. Committee members have also embarked in a knowledge transfer activity in order to deepen their knowledge and understanding of the BFI evaluation criteria and processes. Remuneration of evaluation team is covered since 2016 by the MSSS removing one of the barriers to certification. Also, the new mode of remuneration covers the time that assessors need to prepare for the external assessment, and to write the report after the visit. These activities were not remunerated when the institutions were responsible for the remuneration.
- **Procurement of infant formula and other products covered by the International Code of Marketing of Breast-milk Substitutes:** Since 2016, Quebec has a « circulaire encadrant l'approvisionnement en préparations commerciales pour nourrissons dans les établissements, Initiative des amis des bébés » ([http://msssa4.msss.gouv.qc.ca/fr/document/d26ngest.nsf/d1ff67a9711c03238525656b00166b21/e21f6adb3bbd245e85257fed0052a86c/\\$FILE/2016-024_Circulaire%20\(2016-07-08\).pdf](http://msssa4.msss.gouv.qc.ca/fr/document/d26ngest.nsf/d1ff67a9711c03238525656b00166b21/e21f6adb3bbd245e85257fed0052a86c/$FILE/2016-024_Circulaire%20(2016-07-08).pdf)). The two selected systems, rotation and availability, are based on principles of transparency of the procurement process and equity in the visibility offered to approved suppliers. The purpose of the rotation system is to offer equitable treatment to all approved suppliers during a cycle, based on the

number of annual births. With this system, each of the approved suppliers becomes in turn the sole supplier of a group of establishments for a consecutive period of two years. The system is decided by a resolution of the Board of directors. Once established, it is irreversible for two years in the case of the rotation, and one year in the case of availability. Over time we have had to face issues regarding what should be covered (ex. fortifiers, follow-up/specialized infant formula).

- **Training:** We are finalizing the revision of the provincial training materials, in an e-learning format.
- **Neo-BFHI:** Under the leadership of Laura Haiek (Quebec) and Ranghild Mastrup (Denmark), seven Canadian provinces - all the Atlantic Provinces, BC, Alberta, and Quebec - participated in an international survey to assess compliance with the recommendations outlined in the expansion of the BFHI to neonatal wards (Neo-BFHI). Overall, 89 Canadian neonatal wards completed the survey (including all 64 neonatal services in Quebec, levels 1, 2 and 3). Internationally, 917 neonatal wards from 36 countries from all continents participated. The data collection took place during 2017. Dissemination of results was completed during the spring of 2018, including an open access publication (<https://onlinelibrary.wiley.com/doi/epdf/10.1111/mcn.12690>). Individualized benchmark reports were prepared presenting detailed results for each participating neonatal ward as well as the median of summary.

Ontario

- It has been a busy 2018 in Ontario with BFI Ontario and BFI Strategy for Ontario working together to strengthen the Baby-Friendly Initiative in our province.
- BFI Ontario hosted five memberships meetings during 2018 and each meeting included a hot topic presentation. The two Ask an Assessor teleconferences that were held were well attended. BFI Ontario also conducted a survey and the findings are being used to inform an Ontario BFI report card.
- The BFI Strategy for Ontario has worked to increase capacity with multiple workshops, teleconferences, and numerous education materials to support BFI implementation. Through the website, <https://breastfeedingresourcesontario.ca/> stakeholders from across the province have shared their BFI resources.
- Outreach to the northern parts of the province has strengthened BFI implementation with respect to native health, culture and values. During 2018 one hospital achieved re-designation, one FHT was designated and three community health services achieved BFI re-designation.
- The planning committee for the next BFI Expo, marking BFI Ontario's 20th anniversary, has started their work which will continue throughout 2019 with the Expo taking place in 2020.

Manitoba

- Since 2011 BFI Status reports from five regional health authorities and fourteen birthing facilities have been summarized (including data on breastfeeding rates, accreditation status listed by step with achievements, priority areas listed for the previous year, activities that happened in the previous year

and new priority areas for the coming year listed under each step). The BFI Status Report Summary is reported to Manitoba Health Seniors and Active Living. The reports inform department and regional and facility work plans and contribute to knowledge translation between birthing centres and community health sites.

- Education and training activities included two physician telehealth workshops and one BFI research teleconference round. Training and education sessions were well attended by health professionals around the province.
- A Baby Friendly Consultant coordinates the Provincial Baby Friendly Committee, provides reports, planning and information to the provincial Breastfeeding Baby Friendly Lead, plans and organizes provincial education and training, coordinates Baby Friendly assessment within the province and provides direct support to facilities at senior and front-line levels towards BFI Implementation.

Saskatchewan

- The Breastfeeding Committee of Saskatchewan - has regular well attended meetings that are scheduled. This active group is working on a number of initiatives including the review of processes and tools to standardize and support Lactation Consultants in the province. As well as standardizing educational materials, communicating and promoting breastfeeding events.
- We are fortunate to have lots of venues which create good connections, networks and conversations to promote the discussion and implementation of the Baby Friendly Initiative.
- The Baby-Friendly Physician's Working Group of Saskatchewan Health Authority (Saskatoon) recently partnered to develop an online one-hour free educational module: *Beyond the Basics: What every physician needs to know*. This education is an Accredited Self-Assessment Learning Activity (Section 3) as defined by the Maintenance of Certifications (MOC) program of the Royal College of Physicians and Surgeons of Canada and accredited by the Division of Continuing Medical Education, College of Medicine, and University of Saskatchewan. Module located at www.advancingin.com
 - This Self-Learning program has been certified by the College of Family Physicians of Canada for up to 3 Mainpro+ credits.
 - Module located at www.mdbriefcase.com. The planning committee for the national e-learning module was comprised of Saskatchewan physicians.
 - At the completion of the program physicians will be able to:
 - Counsel patients to support informed decision-making about breastfeeding
 - Support the initiation and maintenance of breastfeeding
 - Recognize and address potential barriers to healthy breastfeeding
- With the evolution of the BCC BFI project we see momentum for a surge in engagement towards achieving Baby Friendly in many of the 10 steps.

Alberta

- The Alberta Breastfeeding Committee (ABC) meets regularly on a monthly basis, except for July, August and December.
- On April 13, 2018 the ABC hosted Kathy Venter our annual conference titled “Supplementation to Protect Breastfeeding-Next Steps.”
- In July 2018 the Misericordia Hospital was successful in obtaining their Baby Friendly designation. In November of 2018, the Misericordia Hospital hosted their BFI celebration
- The Fort McMurray Community Health Services submitted their document review to the Breastfeeding Committee for Canada
- High River Hospital and Grey Nuns Hospital continue to monitor and further their Baby-Friendly work in their facility
- The ABC hosted a teleconference on June 20, 2018 about Donor Human Milk given by the Director of Northern Star Mother’s Milk Bank.
- In March of 2018, members of the ABC were invited to present at the Connecting Threads workshop in Edmonton. Members hosted a full day of breastfeeding education. “The Creators Gift” video was shared to support the Indigenous culture of breastfeeding.

British Columbia

- Progress has been made in BC to advance breastfeeding and the implementation of the BFI - with one Public Health Unit designation, seven Hospital Certificates of Intent, 15 Public Health Certificates of Intent, one Hospital Certificate of Participation, and three Public Health Certificates of Participation issued in 2018.
- Provincial BFI Coordinator role was originally a 3-year contract and has now been made a permanent role.
- The BC Baby-Friendly Network Provincial Committee held 5 meetings during 2018 and a new BFI Sub Committee was struck. On behalf of the Network, the BFI Assessment Sub-Committee collaborates with the BCC Assessment Committee to complete the process of Baby-Friendly designation in health care facilities across BC.

Shared Decision Making and Infant Feeding Project:

- A provincial working group is working with researchers from UBC to develop tools to build the capacity of health care providers to engage families in a Shared Decision-Making approach with respect to infant feeding decisions. This work is in aligned with BFI principles regarding informed decision making.

Parent resources:

- Baby’s Best Chance and Toddler’s First Steps: these resources are being revised to update the resource and make it more user friendly. The revision is in alignment with BFI principles.

- Infant Formula: What You Need to Know is been adapted from BFI Ontario. This resource is intended for use by health care providers (physicians, midwives, nurses, etc.) to provide evidence-informed information and support to families and caregivers to make informed decisions about infant feeding.

World Breastfeeding Week

- A decal to welcome families to breastfeed in public spaces was designed using the universal BF symbol. A backgrounder tip sheet was developed to accompany the decal. Development of a Social media toolkit and central provincial repository that can be used provincially during World Breastfeeding Week (Canada) was also developed. This Social Media Toolkit is for the purpose of creating consistent social media messaging and expanding the awareness of promotional tools for advancing breastfeeding and the Baby-Friendly Initiative (BFI) in BC. To further elevate the importance of WBW, Perinatal Services BC, BC Baby-Friendly Network and BC Women’s Hospital co-moderating a breastfeeding Twitter chat with cross-national participation.

Service Standards:

- The Ministry of Health will be refreshing and expanding public health service standards for families in the preconception period up until a child enters school. Support for breastfeeding families will continue to be a key component.

5. Provincial /Territorial Committee Membership

Jurisdiction	Current Representatives (as of December 31, 2018)	Other Representatives during 2018
British Columbia	Sarah Amyot Lea Geiger (Co-Chair P/T Committee)	Carolyn Solomon was the representative for the Ministry of Health, she resigned and was replaced by Glenys Webster on an interim basis until Sarah Amyot moved took on the role.
Alberta	Susan Nolt Jennifer Splaine	
Saskatchewan	Julie Smith-Fehr Rosalie Tuchscherer Jana Stockham	Laura Matz was the representative for the Ministry of Health, she resigned so Rosalie Tuchscherer took on the role.
Manitoba	Dawn Ridd Linda Romphf	

Ontario	Marg LaSalle (Co-Chair, BCC Assessment Committee) Margaret Sherratt Taylor Davis Wendy Lahey Jenny Vandermeer	
Québec	Laura Haiek & Nathalie Lévesque	
PEI	Dianne Boswall Donna Walsh	
New Brunswick	Lisa Lussier Jessica Webster Marie-Christine Friolet Donna Brown	
Nova Scotia	Sally Loring Rebecca Attenborough	
Newfoundland and Labrador	Heidi Boyd (Co-Chair P/T Committee)	Janine Woodrow also sat on the committee until May 2018 when she resigned her position.
Northwest Territories	Kyla Wright	Mabel Wong also sat on the committee during 2018.
Nunavut	Leah Butcher	
Yukon	Brenda Dedon	
Public Health Agency of Canada	Julie Castleman Marie-Claude Lang	

The PT Committee thanks all provincial and territorial representatives who have contributed to the committee in 2018 and wish our colleagues well who have left the committee.

BCC BFI Assessment Committee Annual Report 2018

The primary role of the BFI Assessment Committee is overseeing the assessment of hospital and community health services in partnership with the Provincial/Territorial Committee, and developing and refining the standards and tools necessary for the assessment process. This committee liaises closely with the BCC P/T BFI Implementation Committee to build P/T BFI expertise and capacity nationally.

Committee Members are Lead Assessors and Assessors: Kathy Venter and Marg La Salle were Co-Chairs during 2018 and committee members are Donna Brown, Eileen Chuey, Louise Dumas, Lea Geiger, Marina Green, Odile Lapointe, Michelle LeDrew, Maria Mackay, and Pam O’Sullivan. The BFI Assessment Committee held eight meetings in 2018.

Assessment Committee key actions January 2018-December 2018:

- National support to the BCC Board on matters relevant to BFI Assessment:
 - Co-chairs attended BCC Board meetings and provided monthly reports from the BCC BFI Assessment Committee
 - Reviewed travel allowance and per diem meal allowance rates with current Canadian rates and updated Pre-Assessment and External Assessment contracts and BCC’s BFI Assessment Process and Costs document to reflect assessors receiving current rates.
 - Reviewed annual fee paid by designated facilities and reduced the fee for facilities with 200 or fewer births or 200 or fewer babies on entry to service each year
 - Continued with work on the Family Centered Maternal Newborn Care Guideline revisions (led by Public Health Agency of Canada) with Marina as lead author for breastfeeding chapter and. Michelle LeDrew on the oversight and breastfeeding chapter committees
 - Continued dialogue with Accreditation Canada regarding increased BFI content in accreditation process
 - Provided deliverables within specified timeline to the Public Health Agency of Canada in accordance with the Knowledge Translation to Support the Baby-Friendly Initiative in Canada
 - Contributed to proposal to the Public Health Agency of Canada regarding funding to help implement identified goals of strategic plan (5-year innovation project to expand hospital implementation of the Baby-Friendly Initiative)

- Provincial/Territorial Committee support and engagement:
 - Consulted and supported individual Provincial and Territorial Committees, and facilities regarding policy and practice challenges
 - Committee members contributed timely communication via email and responded to questions from individuals and groups across Canada, including attending via conference call or in person meetings with facility leadership to clarify and build capacity for BFI
 - Marg La Salle attends the bi-monthly meetings as an Assessment Committee liaison

- **International Affairs:**
 - Continued involvement with the International BFHI Network for Industrialized Countries: Kathy Venter representative on BFHI Network Development Committee; Louise Dumas representative on BFHI Network External Relations Committee; and Louise Dumas representative on International Collaborative Committee
 - Kathy Venter and Louise Dumas represented the BCC at the International meeting in Netherlands, June 2018

- **BFI Ten Steps and WHO Code Outcome Indicators:**
 - Clarified Step 6 surveillance requirements for CHS's, updated the Indicator document in English and French, arranged for posting of the updated document on the BCC website and notified P/T committee and BCC membership of the clarification.

- **BFI Assessment Tools:**
 - Updated BFI assessment tool and summary sheets

- **BFI Assessment Process**
 - Tracked facilities across Canada in progress towards BFI designation
 - Maintained database of designated facilities
 - Coordinated assessments: contracts, invoices, assessor teams, reporting, and evaluations
 - Created a letter for newly designated facilities outlining BCC BFI maintenance requirements
 - Created a letter outlining requirements for facilities not re-designating
 - Created a document to assist assessors and assessor candidates in determining conflict of interest
 - Provided current information regarding BCC BFI Outcome Indicators, BFI assessment process and costs, and designated facilities for BCC website

Designated Facilities in Canada (December 2018)

Facility	BC	AB	SK	MB	ON	QC	<u>Nfld</u>	NS	NWT	Total
Hospitals	1	4		1	8	5	1	1	1	22
<u>Birthing Centres</u>						8				8
Community/ CLSC	1		1	3	29	93				127
Health Centre						1				1
Total	2	4	1	4	37	107	1	1	1	158

Please see the BCC website for a list of designated facilities in Canada.

For list of designated facilities in Quebec visit:

<http://www.msss.gouv.qc.ca/professionnels/documents/amis-des-bebes/liste-amis-des-bebes.pdf>

- **BFI Assessment:**

- During 2018 the following assessor candidates completed their competencies and are now assessors: Wendy Lahey (Ontario)
- Assessor and Assessor Candidate tracking sheets are updated by Marg LaSalle
- BFI Assessor/Candidates closed Facebook page now has 34 members and there were over 30 postings in 2018
- Updated the Assessor Handbook
- Most provinces have Assessors/Assessor Candidates. The overarching goal is to have at least one certified assessor in each province and territory

Number of Certified Lead Assessors, Assessors, and Assessor Candidates in Canada

	BC	AB	SK	MB	ON	QC	NB	NS	Total
Lead Assessors	2	0	0	1	2	2		1	8
Assessors	2	1	1	3	5	26**	2	2	16
Assessor Candidates	1	2	2	0	5				10
Total	5	3	3	4	12	28	2	3	60

**denotes assessors and assessor candidates are mixed in Quebec

A sincere thank you to the members of BFI Assessment Committee for their dedication and commitment to support BFI in Canada. The hours of volunteer work are significant each month and the progress and success are attributable to its members.

Respectfully submitted by
Marg La Salle
Chair, BFI Assessment Committee

AGM Membership and Website Update Report April 2019 for January – December 2018

Membership in the Breastfeeding Committee for Canada is open to any Canadian interested in voluntarily furthering the objects of the BCC, who is in no way associated with a company whose products fall within the scope of The WHO International Code of Marketing of Breastmilk Substitutes. BCC membership categories and fees are described in the BCC Bylaws.

Associate Members (individuals interested in furthering the aims of the BCC) pay the annual membership fee of \$30. **Voting Members** (Board Directors and members of the standing committees) are encouraged to pay the annual membership fee and PT members are offered the privileges of membership and the fee is optional. Membership fees support BCC expenses such as participation of the BCC liaison to the Canadian Pediatric Society Nutrition Committee, participation of the BCC delegates to the WHO Coordinators for the BFI in Industrialized Countries meeting and website fees.

Memberships totaled 21 in 2012, 50 in 2013, 64 in 2014, 66 in 2015, 60 in 2016, 65 in 2017 and in December 2018 there were 57 paid memberships. After a non-PT member is 3 months behind in payment, the member's name is removed from the website member's list.

Membership fees (currently \$30) are due annually. Since April 2011, with the launch of the new website, it has been possible to become an associate member by registering directly on the BCC website. An automatic monthly email reminder is sent a month before membership is due. As previously, memberships can be acquired and renewed online with payment by PayPal. Associate Membership forms are available at <http://breastfeedingcanada.ca/Membership.aspx>

Website: Tom Cahill, is the current webmaster, working with the Board to ensure the website provides a modern, user-friendly interface with the Canadian and global public. In order to carry out his role, Tom has:

- 1) all account information for the website domain hosting / ISP services
- 2) all website code and supporting component licenses and documentation
- 3) all relevant documentation pertaining to supporting the site

There were 94,362-page views of our website in 2018 ranging monthly from just over 9,000 to just over 13,000. Almost all of the 39,000 visitors were from Canada and the USA, and a significant number were unknown. The rest were from Ukraine, China, Russian Federation, Denmark, France, Brazil, and Uzbekistan.

Website Additions: A number of various publications and photos have been added to the website this year.

- Edited English Canada's BFI designated sites (English)
- Edited Provincial and Territorial Info page as well as the Committee page
- The revised process and costs document have been replaced with the newest version along with an announcement as one of the rotating messages
- Newsletters were removed from the website as they were outdated
- Links to Ten Great Reasons and 10 Valuable Tips were updated to the latest versions (French and English)
- The French link to the Indicators Summary was repaired

- Louise Dumas has offered a document that offers suggested revisions to the English and French websites. Some of the recommended changes have not yet been made.
- Rotating messages were edited several times including:
 - a link to the UNICEF Canada Guest blog by Kathy O’Grady Venter and Marianne Brophy called The Baby-Friendly Hospital Initiative: Step by Step, Day by Day... That’s (Still) the Baby-Friendly Way
 - adding an announcement that the Government of Canada is investing significant funding for the Breastfeeding Committee for Canada to strengthen Canada’s Baby-Friendly Initiative (BFI) and further support maternal and child health
 - adding a job posting for BFI Project Director
 - adding a link to Chapter 6 Family-Centred Maternity and Newborn Care National Guidelines
 - adding a webinar invitation to Canadian hospitals to learn about the BFI project

The BCC Forum, An Online Communication Tool for Associate and Voting Members: Since 2012, there were many requests by Board members, P/T members and Associate members to provide an online opportunity to enhance the ability of the BCC and its members to communicate virtually so Q&A’s can be shared, review of documents can occur and general communication needs met. The BCC webmaster Tom Cahill developed a site and in November 2017 the Forum went online. Those members with paid fees are sent a password to access the Forum. PT members are added to the Forum when they join the committee. Posts do not need prior approval by the Website Liaison/Administrator. The current BCC Forum is completely searchable. It has the capability of adding documents. Categories and information can be added. Past questions have been posed with no response other than by the moderators. In order to facilitate use of the Forum, the Board, the P/T committee and the Assessment committee will need to promote and use the Forum. The website liaison is registered as an administrator on the site. Guiding documents on discussion etiquette and moderation procedures have been developed. The following members are moderators: Louise Dumas, Marina Green, Odile Lapointe, Marg LaSalle, Barbara Selwood, Kathy Venter, and Nancy Worth.

A BCC Member’s Survey was developed to understand what social media and other forms of communication are used to access information and support about the Baby-Friendly Initiative. It was intended to build awareness about the BCC Forum and to see if an additional communication model was needed to better serve the needs of all BCC members across Canada. A Survey Monkey survey was created and sent to Associate members, as well as the BOD, Assessment and PT Committee members to research the BCC membership's needs around communication from the BCC and with their peers using the Forum or other means. 37 responses were received. 26/37 were aware of the Forum. 45% thought the Forum would be effective as a means of communication. 51% wanted the BCC to create a Facebook page. 30% wanted to receive a regularly emailed BCC newsletter. Board and PT members were encouraged to use the BCC Forum.

Respectfully submitted by
Linda Romphf

**Breastfeeding Committee for Canada Innovation Strategy:
BFI Project Director BCC Board Report**

- Breastfeeding Committee for Canada Innovation Strategy Funding Request approved by the Public Health Agency of Canada July 2018. The BCC will receive \$1.3 million over five years to accomplish the following goals:
 - Implement the update of the Baby-Friendly Initiative in Canada to reflect newly revised *Implementation Guidance: Protecting, promoting and supporting Breastfeeding in facilities providing maternity and newborn services -- the revised Baby-friendly Hospital Initiative (WHO, 2018)*.
 - Adapt, implement and evaluate a national quality improvement collaborative that promotes the uptake of best-practices in maternity and newborn care to increase the number of facilities designated as “Baby-Friendly”.
 - Coordinate the development of a communications strategy to raise awareness of the Baby-Friendly Initiative in Canada and promote the understanding of best-practice strategies to support breastfeeding.
 - Enhance public education and awareness efforts related to maternal infant health and the importance of breastfeeding.

- Public announcement and statement of support October 4, 2018:

“Removing barriers to breastfeeding and creating supportive environments for mothers who want and are able to breastfeed will help make this choice easier. The Breastfeeding Committee for Canada provides a tremendous amount of expertise and leadership in promoting maternal and child health. Our government looks forward to working with the committee to expand the Baby-Friendly Initiative. Together we can help ensure that mothers across the country have the support, care and information they need to provide their babies with the best possible start in life.”

*The Honourable Ginette Petitpas Taylor
Minister of Health*

“Advocating for breastfeeding as a healthy start for babies and as a larger public health issue is a priority for me and for the Public Health Agency of Canada. Research confirms that exclusive breastfeeding for the first six months of life offers significant benefits and protection. The Baby-Friendly Initiative plays an important role in encouraging and supporting breastfeeding and in strengthening maternal and child health in Canada.”

*Dr. Theresa Tam
Chief Public Health Officer of Canada*

- BCC co-chairs, Kathy Venter stepped in for Marina during her leave. BCC Co-chairs are providing oversight of the BFI Project.
- Recruitment and hire of National BCC Baby-Friendly Project Director began in October 2018 (Michelle LeDrew, start date Jan 2, 2019)

Submitted by Michelle LeDrew

Baby-Friendly Initiative (BFI) Project Logic Model

Project mission: Promote maternal infant health and increase breastfeeding rates in Canada. Specifically:

1. Modernize the BFI in Canada to reflect WHO (2018) Implementation Guidance of BFHI and engagement of Canadian stakeholders
2. Implement a Pan-Canadian BFI Quality Improvement Collaborative Project
3. Raise awareness of the BFI in Canada

