



## **Baby-Friendly Initiative 2021 Virtual Symposium**

**October 1-7 (1-3 pm EDT daily)**

Theme: Protect, promote, and support breastfeeding and BFI: a shared responsibility.

**[REGISTRATION](#)**

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## Oct 1 Friday

### Welcome, Blessing & Opening remarks

1:00 -2:00 pm Master of Ceremonies: [Candi Edwards & Claire Gallant](#), BCC Parent Partner Co-Leads

Opening Blessing: **Lucy Barney, Indigenous Lead, Perinatal Services BC**

Opening Remarks: **Pam O'Sullivan, BCC Board Co-chair**

Opening Remarks: **Theresa Tam, Chief Public Health Officer of Canada, Public Health Agency of Canada**

### Update: Breastfeeding & BFI in Canada and globally

2:00-2:20 pm, [Marg LaSalle](#), BCC Assessment Committee Co-Chair & BFI Lead Assessor

Overview of the breastfeeding rates and BFI implementation progress in Canada and globally. A review of how well Canada is measuring up against international targets.

### Introduction to the new BFI Implementation Guideline 2021

2:20-3:00 pm, [Kathy Venter](#), BFI Lead Assessor and Educator

Highlights of the newly released [BFI Implementation Guideline](#) and the supporting documents and tools. Learn about the resources available from the BCC to assist your BFI journey.

## Oct 4 Monday

1:00-1:15 pm Opening remarks & Blessing- [Debbie Kakagamic](#)  
**BFI-A Call to Action**

1:15-2:00 pm, [Heidi Boyd & Lea Geiger](#), BCC Provincial Territorial members

Understand the importance of BFI for improving population health and addressing health inequities in Canada. Learn how to get started and engage the right people with a clear action plan to move forward.

### BFI Innovation in hospitals and community health services

2:00-3:00 pm, [Heather Gates](#), PT Co-Chair and BCC PT members

Open discussion with BCC Provincial and Territorial members on BFI innovations during the COVID-19 pandemic. Learn what is making a difference in Canada and ways to scale up BFI Implementation.

## Oct 5 Tuesday

1:00-1:15 pm Opening remarks & Blessing-[Lucy Barney](#)

### Scaling up BFI Implementation in Canada

1:15 -2:30 pm, [Michelle LeDrew](#), BCC Project Director; [Andrea Firmani](#), [Jennifer Duff](#), St. Paul's Maternity Centre; [Sarah Frittenburg & Michelle Tipert](#), South Shore Regional Hospital

Lessons learned from the National BFI Quality Improvement Collaborative Project with 25 hospitals across Canada. Hear the experiences of two BFI teams that overcame their challenges during the pandemic and are making progress in their BFI journey. Learn how you can apply these lessons in your hospital or community health service.

### Implementing the International Code of Marketing & Breastmilk Substitutes

2:30-3:00 pm, [Marina Green](#), BFI Lead Assessor

Implementing the Code in hospitals and community health services. Sharing tips for ethical formula contracts, protecting and supporting families from advertising regardless of how they feed their babies without gift packs and coupons.

## Oct 6 Wednesday

1:00-1:15 pm Opening remarks & Blessing-[Monika Rumbolt](#)

### Interprofessional theory as a key approach to the BFI

1:15-1:45 pm, [Kathy Venter](#), BFI Lead Assessor and Educator

Engaging an interprofessional team is fundamental to the implementation process of any program. The success of the BFI depends on engaging all sectors of the health care system. More than 20 years of experience in assessing and reassessing Baby-Friendly facilities validates the WHO recommendations.

### How leaders can motivate and sustain evidence-based practice

1:45-2:30 pm, [Sally Loring](#) BFI Project Leadership Track Co-Chair & [Angie Manners](#), Community Health Leader

Learn how to build your BFI Team, engage senior leaders, and embed BFI into organizational strategy and quality improvement aims.

### Cost of Infant Feeding

2:30-3:00 pm, [Alicia Blackmore](#)

Infant feeding mode predicts the costs of healthcare services in one region of Canada: a data linkage pilot study.

## Oct 7 Thursday

1:00-1:15 pm Opening remarks & Blessing-Lucy Barney

### **Culturally safe and trauma-informed perinatal care for Indigenous families**

1:15-1:45 pm, Lucy Barney, Indigenous Lead

This session will share a resource to encourage care providers to help Indigenous women reclaim the traditions and beliefs that supported healthy pregnancies in the past.

### **The value of parent engagement in advancing BFI**

1:45- 2:15 pm Claire Gallant & Candi Edwards, BCC Parent Partner Co-Leads & Sarah Weatherald, Parent Partner

Learn tips for engaging Parent Partners in your BFI journey. Learn how to recruit, build a meaningful partnership and benefit from the impacts of parent partners' contributions.

### **Elevating diverse voices when implementing the Baby Friendly Initiative**

2:15-2:45 pm Merilee Brockway, Nurse Researcher & Maxine Scringer-Wilkes

Underrepresented populations stand to benefit the most from improved breastfeeding outcomes and the Baby-Friendly Initiative. However, many interventions, care policies and beliefs systems in Canada are still centred around the dominant culture. In this session we will discuss how BFI implementors can apply an intersectional lens to their work to help amplify the unique needs and priorities for underrepresented populations.

**Closing 2:45-3:00 pm**

Closing remarks: Pam O'Sullivan BCC Board Co-Chair

Closing remarks: BCC Symposium Planning Committee



## ADDITIONAL FREE SESSION

## Oct 8 Friday

1:00-1:15 pm Opening remarks & Blessing- Monika Rumbolt

### **BFI Implementation Guideline and supporting Tools**

1:15-3:00 pm, Michelle LeDrew BCC Baby-Friendly Project Director, Kathy Venter, BCC Lead Assessor & Educator; Nathan Nickel, Evaluation Consultant, & Jennifer Ustianov, Quality Improvement Consultant

BFI Implementation Guideline tools: how to use [BFI Implementation Guideline](#), patient & client surveys, and chart audits. Learn how to create run charts to monitor progress and create action plans using continuous quality improvement strategies. Highlights from competency verification toolkits for direct care providers in hospitals and community health services will be reviewed and educational resources for breastfeeding and BFI will be shared.

[REGISTER HERE FOR THE ADDITIONAL FREE SESSION](#)



## BCC BFI Symposium Planning Committee

Heidi Boyd, Newfoundland & Labrador  
Heather Gates, Newfoundland & Labrador  
Lea Geiger, British Columbia  
Yolande Lawson, Ontario  
Michelle LeDrew, Nova Scotia

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