

Annual General Meeting
Breastfeeding Committee for Canada
Report 2022



OUR VISION:

Canadian Children are Breastfed

OUR MISSION:

The Breastfeeding Committee for Canada is our national authority for the Baby-friendly Initiative.

We protect, promote and support breastfeeding in Canada.

The Board of Directors for the Breastfeeding Committee for Canada (BCC) 2022

Co-Chairs	Pam O’Sullivan /vacant
Treasurer	Sally Loring
Secretary/Membership	Marina Green
Website liaison	Angie Manners
Directors at Large	Yolande Lawson, Maxine Wilkes, Randi Parsons, Linda Young and Kira Friesen
BFI Assessment Committee Co-Chairs	Marg LaSalle and Karen Frith
Provincial Territorial Committee Co-Chairs	Heather Gates/ vacant

BCC Representation to External Partners

BCC Representatives to Industrialized Nations	Kathy Venter and Michelle Le Drew
BCC Representative to the Canadian Pediatric Society’s Nutrition and Gastroenterology Committee	Laura Haiek
BCC Liaisons to the Health Standards Organization	Laura Haiek and Michelle LeDrew

**Breastfeeding Committee for Canada
Reports for 2022 (January 1-December 31):
Annual General Meeting**

BCC Board of Directors Co-Chair 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. In 2018, the Public Health Agency of Canada (PHAC) awarded an Innovation Strategy Grant to the BCC of \$1,300,000.00. We have completed 4 years of this 5-year project.

Membership of the BCC

Membership is open to Canadians interested in furthering the objectives of the BCC, who are 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.

Financial Responsibility

In 2022, Sally Loring oversaw the treasury under the guidance of Bluenose Accounting, Nova Scotia, Chartered Accountants. An independent financial audit was conducted by Bluenose Accounting on the 2021 accounts. The accountants found no evidence of fraud or irregularities when conducting the audit.

The Board Activities for the year 2022

During the Year 2022:

There were 12 BCC Board meetings including the AGM in April 2022. All meetings were conducted on Microsoft teams.

There has been an amazing amount of activity at the BCC in 2022. I am listing some of these activities, but you will find more detail in the committee reports. We continued to work on our logic model 2018-2022 activities and have continued to provide support to our Canadian colleagues during the third year of the pandemic.

BCC Activities:

- **Multimedia coordinator:** This position was hired in April 2022. It was developed to provide expertise and support for the social media needs of the BCC and to collaborate with the website liaison and National Directors to manage and monitor the BCC website. The multimedia coordinator's strategies have improved the BCC connections and relationships with health workers and facilities across Canada. The traffic to the BCC website has increased. An example of this work is the development of a new social media campaign on a monthly schedule. Pop ups, social media posts, and a World Breastfeeding series posted in both English and French.
- **Canadian BFI Standards:** The revision work continued in 2022 to create the survey tools required to perform assessments in community health facilities and hospitals in Canada. Interview guides have been developed online to streamline the work and capture the criteria of the BFI standards. The assessment committee working members plan to pilot the interview guides in early 2023.
- **The BCC Racial Health Equity working group** continued its work in 2022 by providing educational resources to the BCC board directors and encouraging learning and mentorship. A draft position statement was developed in March 2022: *Addressing Racism: Opportunity for transformational change to Infant and young child feeding in Canada*. This draft has been shared internally at the BCC and externally to various groups across Canada such as the Canadian Indigenous Nurses Association, Canadian Black Nurses Alliance and the Canadian Chinese Nurses Association. Feedback has been gratefully acknowledged and received as we strive to support maternal child health in Canada. The working group has identified key areas of work around diversity, equity and inclusion for the BCC and we look forward to expanding the membership of this group.
- **BCC BFI National Designation Plaque:** The BCC commissioned the art for a first ever Canadian BFI National Designation plaque. The new plaque, *Baby Love 2*, was created by Mary Kate Woodward, a Canadian artist. The first facility was awarded *Baby Love 2*, in November of 2022. Please go to the website to view the BCC BFI Designation plaque.
- **Parent Partner role at the BCC:** Through the BFI Collaborative Project the parent partner activity has been very successful. We were inspired to build upon this important relationship. At the request of the parent partners, we have invited parent partner representation on the Provincial/ Territorial committee to build on their involvement and support BFI implementation in Canada.

Standing Committees

1. The BFI Assessment Committee continues to provide support to facilities across Canada that are in progress towards BFI designation. One of the goals of this committee is to have Lead assessors and assessors in each province/territory to support designation. The committee encourages the education and development of new assessor candidates as required.

2. The Provincial/Territorial Committee continues to provide an opportunity for networking and knowledge exchange across jurisdictions and other associations, organizations and committees on topics that relate to the Baby-Friendly Initiative.

In November 2022, the P/T committee shifted their meeting structure to include the work of the BFI Upscaling committee from the collaborative project. This merge will support collaboration to advance the implementation of BFI across Canada.

3. Innovation Strategy Grant: Promoting Maternal Infant Health by Increasing Breastfeeding Rates: This 5-year project, funded through the Public Health Agency of Canada, has completed the 4th year. Despite the setbacks from the challenges of the pandemic in 2020/ 2021/2022 the National Directors have successfully supported provincial/territorial teams to move forward toward their BFI goals.

Acknowledgements: Each year we, the board, take time to thank the dedicated volunteers who devote themselves to the work of the BCC. The BCC volunteers continue to provide support and encouragement across Canada in new and innovative ways. We are very appreciative of their time and passion. The BCC recognizes the increasing commitment to BFI throughout the country working together to protect, promote and support breastfeeding in Canada.

BCC Co-Chair

Pam O’Sullivan RN BScN MBA

I gratefully acknowledge that I live, work and play on the unceded territory of the Coast Salish peoples, including the Musqueam, Squamish and Tsleil Waututh Nations.

BCC Membership Report

January 2022-December 2022

Membership in the Breastfeeding Committee for Canada is open to anyone interested in voluntarily furthering the aims of the BCC who has no association with a company whose products fall within the scope of the WHO International Code of Marketing of Breastmilk substitutes.

BCC membership categories are described in the BCC Bylaws:

A Voting Member

- Is a member of the BCC Board of Directors, BCC Provincial/Territorial BFI Implementation Standing Committee or the BCC BFI Assessment Standing Committee, and has received approval of the Board of Directors
- Is a resident of Canada
- Pays the annual membership fee.

An Associate Member

- Is a member of the BCC who has received approval of the Board of Directors
- Is entitled to vote at any General or Special Meeting
- Pays the annual membership fee.

An Honorary Member

- Is an individual invited by the Board to become an Honorary Member
- Honorary Members are not entitled to vote at any General or Special meeting
- Honorary Members do not pay the annual membership fee.

Members receive:

- Timely communication about BCC news and events
- Member discount to the BCC's National Symposium
- The possibility of nomination to the Board of Directors if you are a member of one of the BCC's standing committees or a BCC approved provincial or territorial BFI committee for a minimum of one year.

As of April 20, 2023, the annual fee will increase to \$35 after remaining unchanged at \$30 for several years. Membership fees contribute to BCC expenses such as liaison to the Canadian Pediatric Society Nutrition Committee, involvement with the International BFHI Network for Industrialized countries and website costs. The membership application is at:

<http://www.breastfeedingcanada.ca>

At the end of 2022 there were 73 members.

Thank you for supporting the work of the Breastfeeding Committee for Canada

Prepared by Marina Green MSN

BCC Board Secretary

Baby-Friendly Initiative Project

Evaluation Report¹

Executive Summary

For over 30 years, peer-reviewed evidence has documented that the Baby-Friendly Initiative is linked to improved health outcomes for the infant and the birthing parent, while also creating cost savings for the health system. Despite this evidence, the implementation of the BFI has been

¹ The full BFI Project Evaluation Report is available on the BCC Website

slow. Several studies have documented the barriers to achieving Baby-Friendly, but few projects have identified successful strategies to implement BFI.

The Public Health Agency of Canada, Centre for Health Promotion funded the Breastfeeding Committee for Canada to improve maternal infant health by increasing breastfeeding rates. This evaluation report summarizes the activities and outcomes of each of the following goals and outlines the current and future work needed to further scale up and sustain BFI in Canada.

- a. To 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).
- b. To 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.”
- c. To 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.
- d. To enhance public education and awareness efforts related to maternal infant health and the importance of breastfeeding.

The BCC accomplished its goal of modernizing BFI in Canada through engagement and consultation across Canada. As a result, key [guidance documents and assessment processes](#) now reflect the guidance from the World Health Organization [BFHI Implementation Guidance](#).

Over the past decade, projects have emerged that applied a collaborative approach, built on the [IHI Breakthrough Core Model](#), that resulted in improved care provided to families. The BCC took this emerging evidence and built one of the first and largest multi-jurisdictional collaborative, the National Baby-Friendly Quality Improvement Collaborative Project, with 25 hospital teams spanning five time zones in Canada. In 2019, the BCC launched this BFI Project and, as a result, the BCC successfully created an integrated network of facilities that supported each other as they pursued Baby-Friendly designation. The BCC created an all-teach all-learn environment that increased participating teams’ capacity to successfully execute quality improvement change initiatives.

All hospital teams experienced improvement in at least one of the measurable indicators. Some teams surpassed milestones across all targets. Chart audit data analysis revealed significant improvements consistently across the following indicators:

- breastfeeding initiation
- skin-to-skin care within five minutes of a vaginal birth and cesarean births
- skin-to-skin care during the first hour after vaginal birth and cesarean births
- assistance with breastfeeding within six hours of birth
- rooming-in

- prenatal education and
- community supports and education.

All these achievements occurred against a backdrop of a global pandemic that diverted resources in all facilities to support the COVID-19 pandemic response. Exclusive breastfeeding is considered a lagging indicator and time is needed where facilities experience sustained improvement related to the BFI indicators before changes in exclusive breastfeeding are observed.

Prior to the BFI Project, teams noted that they lacked the structure and direction to implement BFI. Critical success factors that supported teams to move toward their BFI goals included dedicated funding support from the PHAC and leadership from the BCC, a quality improvement collaborative structure based on the IHI Breakthrough Series Core Model, teams’ ability to collect and analyze their data, teamwork and commitment of leadership in organizations, Parent Partner engagement and influence of their voice, and sharing and learning with other facilities across the country.

The BCC has planned for and is pursuing a scale up of these impacts through the [Coach Mentor Program](#) — a program where some of those BFI Project participants in the initial BFI Project are being trained to support a new cohort of hospitals and community health services as they begin their process toward becoming BFI designated. Sustaining and scaling up the achievements requires ongoing partnerships at the federal, provincial and territorial levels.

In addition, the BCC achieved its goal of developing a communications strategy to raise awareness of the Baby-Friendly Initiative and is working toward building the understanding of evidence-based best practices to promote, protect and support breastfeeding.

The BCC is proud of the accomplishments detailed in this evaluation report. The funding and support from Public Health Agency of Canada made this work possible. A strong partnership with Health Standards Organization/Accreditation Canada with a focus on quality improvement and Parent Partner engagement was highly beneficial to achieving the aims of the BFI Project. Thank you to the 25 hospital teams that participated in the National BFI Quality Improvement Collaborative Project, members of the BFI Project Planning Team and all BCC members and volunteers who contributed to making the BFI Project a success. Continued partnership and sustained support for the Coach Mentor Program is essential to further scale up BFI implementation in Canada and obtain improved maternal child health outcomes.

Prepared by Nathan C. Nickel, PhD and Michelle LeDrew, RN, MN

Treasurer’s Report for 2022

		FY 2022
		End of Year
Revenue		
	Membership fees	\$ 2,190.00

	Assessment fees	\$ 9,563.55
	Additional BFI Assessors' expenses	\$ 3,173.21
	Symposium	
	Donation	
	Total cash revenue	\$ 14,926.76
	Total in-kind revenue	\$ -
	Total Revenue	\$ 14,926.76
	Expenses	
	BCC Domain	\$ 878.18
	Website Maintenance	\$ -
	Insurance	\$ 3,112.00
	Accounting	\$ 6,134.42
	Translations	\$ 1,365.95
	Office Supplies/Postage	\$ 206.98
	BFI Plaques	\$ 5,065.51
	Industry Canada Annual Filing Fee	\$ 24.00
	Marketing and advertising	
	CPS Nutrition Meeting	\$ -
	Industrialized Countries BFI Meeting	\$ -
	Banking Fees	\$ 220.00
	BFI Assessment expenses	\$ 10,874.26
	Lawyer	\$ 776.25
	Subtotal cash expenses	\$ 28,657.55
	Subtotal in-kind expenses	\$ -
	Total Expenses	\$ 28,657.55
	Revenue over Expenses	\$ (13,730.79)

I'm delighted to continue supporting BCC.

Submitted by Sally Loring BSc (Hons) MBA

BCC Treasurer

BCC BFI Assessment Committee **Annual Report of Activities in 2022**

The primary role of the BFI Assessment Committee is developing and updating the Canadian BFI standards and tools necessary for the assessment process, organizing and conducting BFI assessments in collaboration with P/T BFI Committees, developing and refining BFI assessment processes, liaising with WHO/UNICEF, and providing education and support to BFI assessors and assessor candidates in Canada. 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:

Co-chairs: Marg La Salle and Karen Frith

Committee members: Donna Brown, Eileen Chuey, Lea Geiger, Marina Green, Odile Lapointe, Pam O'Sullivan, Linda Romphf, Nancy Worth and BFI project directors, Michelle LeDrew and Kathy O'Grady. Michelle Le Drew is also the National Coordinator and Kathy O'Grady is the International Delegate for the BCC.

The BFI Assessment Committee held 9 meetings in 2022. A special meeting of the lead assessors followed by a special meeting of the Assessment committee took place in July 2022. Additional meetings were held by workgroups within the Assessment Committee.

Assessment Committee key actions January 2022-December 2022:

- **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.
 - Collaborated with Board Directors to finalize the national BFI designation plaque. The new national BFI designation plaque was introduced to the public during national breastfeeding week 2022 and can be found on the BCC's website.
 - Reviewed legal costs associated with contract changes requested by some facilities for Pre-assessment and External Assessment.

- **BCC BFI Quality Improvement Collaborative Project support:**
 - Kathy O'Grady served as BFI Project Director during Michelle LeDrew's six-month

- leave commencing January 2022. The position became a shared position with Michelle and Kathy serving as BFI Project Co-Directors when Michelle returned.
- Assessment Committee members participated in the BFI project work including the Upscaling BFI Sustainability Planning, Communication Team and Coach Mentor Team.
 - Facilities that had been BFI designated in the past 5 years were encouraged to apply for Leading Practice through Health Standards Organization (HSO) of Accreditation Canada.
 - Hospitals and community health services wishing assistance with implementation of the Ten Steps were encouraged to join the coach-mentor program.
- **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 and responded to questions from individuals and groups across Canada to clarify and build capacity for BFI
 - Marg La Salle attends the bi-monthly meetings as Assessment Committee co-chair.
 - **International Affairs:**
 - Kathy O’Grady is the Chair of the BFHI Network Development Committee and an active member of the BFHI Network Coordinating Committee
 - Michelle LeDrew is the National Coordinator.

Regular reports with updates were provided to Assessment Committee members regarding Board of Directors’ work, P/T work, BFI Quality Improvement Collaborative Project work, and International Affairs.

- **Canadian BFI Standards:**
 - Kathy O’Grady, Marina Green, Marg La Salle and Michelle Le Drew finalized the competency verification guidelines for indirect care providers and general service providers. These were posted on the BCC’s website.
 - Tools were developed to assist staff at hospitals and community health services with Step 2.
- **BFI Assessment Tools:**
 - BFI assessment Interview guides updated to reflect the current BCC BFI standards. The Interview guides are being inputted into an electronic platform.
- **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
- Sent letters to newly designated facilities outlining BCC BFI maintenance requirements
- Sent letters outlining requirements for facilities not re-designating
- Provided support for facilities needing to postpone Pre-Assessment, External Assessment, self-monitoring reports and interim reports due to demands of the pandemic
- Continued to pilot use of the Microsoft Teams platform to conduct virtual Pre-assessment site visits. Feedback is collated to facilitate making any needed improvements to the process.
- Updated Process and Costs document to reflect that documents submitted for review during Pre-Assessment can be submitted electronically or by paper.
- Procedure for electronic storage of Assessment Committee Pre-assessment and External Assessment documents established.

Designated Facilities in Canada (December 2022)

Facility	BC	AB	SK	MB	ON	QC*	Nfld	NS	NWT	Total
Hospitals	1	4		1	4	5	1	3	1	20
Birthing Centres						7				7
Community/CLSC	2		1	3	13	83				102
Native Health Centre						1				1
Total	3	4	1	4	17	96	1	3	1	130

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

For list of designated facilities in Quebec visit:

[Baby-friendly establishments - Breastfeeding and feeding - Health professionals - MSSS \(gouv.qc.ca\)](http://gouv.qc.ca)

BFI Assessment:

- Assessor and Assessor Candidate were invited to participate in the EPIQ course with funding provided through the BFI Quality Improvement Collaborative Project
- BFI Assessor/Assessor Candidate closed Facebook page now has 39 members. The

- banner was updated to be consistent with BCC branding
- Updates to the Assessor Handbook are in progress
- 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 (December 2022)

	BC	AB	SK	MB	ON	QC	NB	NS	NL	PEI	NWT	Total
Lead Assessors	2	1*	0	1	2+1*	2	1*	1				11
Assessors	3	1		1	4	26**	1	1				11
Assessor Candidates	3	2	1	0	5		2	1			1	26
Total	8	4	1	2	12	28	4	3			1	66

* denotes assessor in transition to becoming a lead assessor

**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 RN BScN IBCLC and Karen Frith RN BScN IBCLC
 Co-Chairs, BFI Assessment Committee

BCC Provincial /Territorial BFI Implementation Committee Report 2022

Background

The Provincial/Territorial Baby-Friendly Initiative (BFI) Implementation Committee (P/T committee) is one of the 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.

Meetings

The P/T Committee underwent some structural changes this past fall, voted upon by

members and approved by the BCC Board of Directors. This change involved the BCC BFI Upscaling committee merging for an interim period of time and to be re-evaluated after a **year**. The impetus behind this merge was to address the absence of a co-chair for this committee and provide further support to the singular co-chair and to keep advancement of BFI and cross-country networking at the forefront. As a result, meetings now occur monthly for this period of time. As the QI Collaborative project came to an end and the Coach Mentorship program broadens its reach across Canada, Monthly P/T Meetings with an expanded membership to include Parent Partners and representation from additional organizations (such as HSO).

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. The P/T Committee also organizes professional development opportunities for members related to the implementation of the Baby-Friendly Initiative.

In addition to the above mentioned, the PT committee members bring forward issues arising in their jurisdiction (or cross-nationally) related to the implementation of the BFI. The PT Co-chairs then take these issues forward to the BCC Board. The following topics of concern introduced in 2022 have broadened into priorities for the current and future work of the BCC Board:

- The Racial Health Equity Working Group has worked diligently in reaching a finalized position statement which acknowledges that racism in maternal child health care exists and that dialogue about solutions that may alleviate the racism and discrimination need to be ongoing. This group has reached out and sought feedback from the BCC Board and Standing Committees as well as external associations relevant to this work to provide feedback. There is also discussion that the Racial Health Equity Working Group continue as a standing committee of the BCC and there is interest in recruitment of new members.
- Hiring of multimedia coordinator that meets with members of the BCC monthly to discuss social media content and create events for the yearly calendar (Safe sleep week, Earth day, etc). Discussion is ongoing around the involvement of members of the PT in the formation of a working group to support social media content creation and posting schedules.
- Baby-Friendly Initiative is now identified as a leading practice with Health Standards Organization (HSO).

Upcoming areas of concern that are *in process* or *not yet addressed* include:

- Coordinating a response from the BCC in situations where there are inquiries about violations of the WHO International Code of marketing of breastmilk substitutes.
- National Breastfeeding Week being officially recognized in Canada during the month of October is ongoing.

Committee members provided highlights of work to advance the implementation of BFI in their province or territory in 2022

<p>British Columbia</p>	<p>Work continues on provincial infant feeding strategic direction and key priorities through the Provincial Clinical Coordinator, Maternal Infant Health role. In 2022, engagement sessions were completed to inform the development of provincial guidance on promotion and prevention services for early childhood health from preconception through to a child’s sixth birthday. Support for breast/chest feeding families will continue to be a key component during the perinatal period. B.C. has also developed a broader provincial maternity services strategy that includes infant feeding.</p> <p>Some opportunities and strengths to advance breast/chest feeding & BFI in 2022 include:</p> <ul style="list-style-type: none"> ● Two B.C. Acute Care sites, Penticton Regional Hospital and St. Paul’s Hospital continue to participate in the National BFI Collaborative Project. The cross-regional sharing of resources and lessons learned help support their BFI journey. Both facilities have made significant progress towards achieving BFI designation. ● Three B.C. facilities; Maple Ridge Public Health Unit, Penticton Regional Hospital and Providence Health Care were recognized for their commitment to the Baby-Friendly Initiative through the Health Standards Organizations (HSO) Leading Practices. ● As of February 2021, the BC Baby-Friendly Network (BCBFN) group dissolved. The (BCBFN) was a multidisciplinary committee of health care providers, ministry representatives, and consumers interested in protecting, promoting, and supporting breastfeeding. Operating since 1992, the BCBFN and its members have provided information, advocacy and resources to promote increased breast/chest feeding rates across British Columbia. Thank you to those who have participated over the years on this important committee. The collective efforts of the past 29 years have yielded a great foundation for further advancements of best practices in infant feeding in BC. This was only possible through the commitment of time and effort, which is especially notable given much of this work, was done on a volunteer basis. Therefore, in order to continue the advancement of best practices in infant feeding in BC and the work of the BCBFN, a new dedicated provincial committee was
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struck **October 2022**. **The Provincial Infant & Young Child Feeding Committee** will continue to provide provincial direction, support and accountability structure across sectors toward achieving a standardized approach for best practice for infant and young child feeding across the continuum. The Provincial Clinical Coordinator, Maternal Infant Health role will continue to support the process of BFI designation in health care facilities across B.C.

- The impacts on community support for breast/chest feeding families have been impacted significantly during the pandemic years. Efforts to support families across B.C. during the pandemic included many of our Regional Health Authorities establishing virtual supports (e.g., breast/chest feeding support groups, and prenatal programs).
- National Breast/Chest Feeding Week 2022: Perinatal Services BC hosted a webinar, refreshed the 2021 social media toolkit and developed a WBW Communications plan: *Step up for breastfeeding: Educate and Support*. The social media toolkit was for the purpose of creating consistent social media messaging and expanding the awareness of promotional tools for advancing breast/chest feeding and BFI in BC. The provincial weeklong campaign provides an opportunity to engage health care providers and health system partners across B.C. in a conversation about their role in protecting, promoting and supporting breast/chest feeding.



- Perinatal Services BC (PSBC) updated and released the [Safer Infant Sleep Practice Resource for Health-Care Providers](#). Breast/chest feeding content as a protective factor has been enhanced to reflect the ABM 2020 recommendations.
- Perinatal Services BC established a Clinical Coordinator, Knowledge Translation, Prenatal role to update and champion, including through technology, culturally safe provincial prenatal education with a specific focus on parenting, breast/chest feeding, bonding, safer sleep, and immunization.

	<ul style="list-style-type: none"> • During the 2022, nation-wide shortage of specialized infant formula the province was responsive to the information and support needs of families to feed their infants safely and effectively. The province worked collaboratively with Health Canada, PTs, and members of BC’s health-care community to manage the shortage. The BC Ministry of Health took action to protect the supply of specialized infant formulas to ensure families who needed them had rapid and equitable access. The province developed messaging and broadly distributed tools and communications to help BC Health Care Providers and families to navigate the shortage while supporting families and caregivers to make informed infant feeding decisions and provided guidance on how to access provincial feeding support. Perinatal Services BC, in collaboration with the BC Ministry of Health, hosted two online, provincial Q&A for pharmacists and other healthcare providers to support them as they continue to respond to questions from concerned parents and caregivers regarding the shortage of specialized infant formula in Canada. • The BC Centre for Disease Control and BC Ministry of Health released updated BC Pediatric Nutrition Guidelines for Health Professionals, a comprehensive set of evidence-informed nutrition and feeding guidelines for healthy full-term infants and children from birth to six years of age. The province also released a free 2-hour online course through the University of British Columbia Faculty of Medicine Continuing Professional Development platform to support health professionals in applying the updated Guidelines. The Guidelines include a new section on Informed Decision Making in infant feeding and link to BFI resources for health professionals. • BC Women’s Provincial Milk Bank continues to provide pasteurized donor milk to BCs 14 NICUs and is expanding service to maternity services in order to standardize care throughout the province. Demand still outstrips supply - Increasing donor awareness is a critical focus as donor participation is currently below 1% of the B.C. birth rate.
Alberta	<p>Background</p> <ul style="list-style-type: none"> • The Alberta Breastfeeding Committee (ABC) is a team of health care providers, independent breastfeeding specialists, and consumers who are dedicated to protecting, promoting, and supporting breastfeeding in Alberta. • Our Vision: Breastfeeding is the norm in Alberta

	<ul style="list-style-type: none"> • Our Mission: The Alberta Breastfeeding Committee will provide leadership and resources to protect, promote, and support breastfeeding in Alberta as the cultural and biological norm for children, mother’s, families and communities. • Operating Principles and Core Values: Excellence. The members of ABC offer unique expertise and a commitment to protect, promote, and supporting breastfeeding through the lens of the WHO Baby-Friendly Initiative (BFI). • Collaboration: The members of the ABC collaborate with agencies, government teams, and organizations to implement and maintain the Baby-Friendly Initiative. • ABC continue to meet 8 times per year. Meetings were more frequent around conferences. <p>Activities and events</p> <ul style="list-style-type: none"> • On December 2, 2023, the ABC hosted a virtual conference: Indigenous Perspectives: to Protect, Promote and Support Breastfeeding Culture in Alberta. This conference was attended by 122 individuals. The ABC would like to humbly acknowledge the learning that came out of our partnerships with several indigenous partners. • ABC welcomed 3 new members to the committee. These new members inspired a full rebranding and website launch of the ABC www.breastfeedingalberta.ca. In addition, the ABC has a reinvigorated social media presence and will use our success to recruit new members in 2023. • In November 2022 the ABC hosted an in-person meeting of the committee to complete strategic planning for 2023 - 2025. The ABC priorities going forward include Strategic Relations; Building Capacity; Professional Development and Education. At this time the committee voted to add a new position to the board. Director of Recruitment and Retention will be welcomed at the next Annual General Meeting. The ABC’s future looks exciting with new members and plans. <p>The Baby Friendly Initiative in Alberta</p> <ul style="list-style-type: none"> • The ABC is proud to share that the first community health services in the province has achieved designation. Congratulations to Wood Buffalo Community Health Services.
Saskatchewan	

	<ul style="list-style-type: none">• Demonstrating its commitment to the health of women and children, the Saskatchewan Health Authority (SHA), has created a Maternal and Children’s Provincial Program. The program maintains operational oversight for, and strategic commitment to, perinatal and infant health outcomes across the SHA. It is anticipated that the program will apply an evidence-based, quality improvement approach to maternal/child SHA services across the province.• A Maternal & Children’s Services website momsandkidssask.ca launched in 2019 with links to basic infant feeding information for standardized provincial use. This website continues to evolve as resources are developed with a provincial lens.• Jim Pattison Children’s Hospital (Saskatoon) and the Regina General Hospital are currently participating in the National BCC Coach Mentorship program to work towards BFI designation. With the support of BFI Coach Mentors and Assessors standardized signage to promote the support of Baby-Friendly standards have been developed for health care sites.• A Baby-Friendly Infant Feeding Clinical Standard and Clinical Procedure is close to completion for all sites across the SHA.• A 90 minute breast/chest feeding education module has been developed for direct care providers and a BFI education module is in development for all staff.• The BFI Collaborative Committee continues to meet monthly. Membership has grown to include, acute care and community representatives working in maternal/child services throughout the province as a platform to share current practices, data, projects and resources.• SHA’s West Winds Primary Health Centre in Saskatoon, received BFI re-designation in 2022 and Health Standards Organization Leading Practice acknowledgment.• Saskatoon Breastfeeding Matters (SBM), is a community-based not-for-profit organization, of parents and health professionals working together since 1988. In the effort to unify information that expectant and postpartum parents receive across Saskatchewan, SBM has developed a new website with updated resources. The website hosts general information for families including, the Making Milk Series. Currently, the Making Milk:
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	<p>Birth Week resource is provided to postpartum families at Jim Pattison Children’s Hospital and is used as a teaching tool both prenatally and postpartum at several other provincial sites.</p>
<p>Manitoba</p>	<ul style="list-style-type: none"> • Since 2011 BFI Status reports from five regional health authorities (RHAs) and 13 birthing facilities have been summarized (including data on breastfeeding rates, accreditation status listed with achievements, priorities for the previous year, activities from the previous year and new priority areas for the upcoming year listed under each step). • Due to resource shifts to accommodate the COVID-19 Pandemic, some reports and activities were deferred. The BFI Status Summary was forwarded to Manitoba Health Seniors and Active Living (MHSAL). These reports were used to inform department, regional and facility action plans and contribute to knowledge translation between birthing facilities and community health. These are no longer being requested by MHSAL • All 13 hospitals and five RHAs are implementing BFI best practices. Certificates of Participation have been given to three hospitals and 1 RHA. • Unfortunately, Bethesda Regional Health Centre decided not to re-designate this year. The Pas, Flin Flon, and Thompson community health sites, as well as Prairie Mountain Regional Health Authority Public Health are maintaining their BFI designation. • The breastfeeding initiation rate in 2022 was 94.2. The exclusivity rate is unknown due to unavailable data. • A new provincial BFI committee was struck to combine both facility and community. Many members remain the same. There will be representation from all RHAs in both the facility and community scope. There are 2 co-chairs; one from facility and one from community. Local BFI committees exist as they did previously Last year the committee was consulted by MHSAL about a 5-year plan in relation to BFI. It was compiled and presented • Prior to this Baby Friendly Consultants coordinated bi-monthly Provincial Baby Friendly Facilities committee and community committee meetings. They also provided reports, plans and information to the provincial Breastfeeding BFI Lead; planned and organized provincial education and training; coordinated BFI assessment within the province; and provided direct support to facilities, at senior and front-line levels, towards BFI

	<p>Implementation. Meetings have occurred on a more regular basis since returning to pre-COVID practices.</p> <ul style="list-style-type: none"> • Breastfeeding education had been on hold for a couple of years due to COVID-19. The curriculum previously used from Best Chance Ontario is outdated and was not going to be renewed. Therefore, a new course was sought out. A number of options were reviewed and one was chosen. The proposal went forward to make breastfeeding education consistent throughout the province. Funding has been approved and the course will be initiated shortly. • National Breastfeeding Week is celebrated in every Manitoba region.
<p>Ontario</p>	<p>As the province recovered from the COVID-19 pandemic, the 2022 year continued to see hospitals and Public Health Units challenged by staffing shortages, resource issues including funding, and practice leadership for supporting BFI Implementation. BFI Ontario (BFION) is attempting to reengage with the provincial government as it has remained unsupported for the past four years with no appointed government representative or connection.</p> <p>In 2022 BFION saw an improvement in the engagement of membership and activities of the Executive. Highlights include:</p> <ul style="list-style-type: none"> • The AGM and four membership meetings, including four Hot Topic presentations, were held with increased attendance and some national participation. Topics included highlights from the 2 hospital organizations (4 hospitals) in the BCC’s Collaborative Project, Re-energizing BFI Teams, Parent Partner and Peer Support Programs: Enhancing BFI in Hospitals and Community Health Services and Navigating the New BFI Staff Competency-Step 2. • A BFION Indigenous Land Acknowledgement was created with collaboration from members and is shared before all meetings. It can be viewed on the BFION website. • BFION social media platform posts increased 46% this year (Facebook, Twitter, Instagram). Sharing included supportive resources to recognize appropriate global and national commemorative days/weeks and resharing of many BCC posts. • During National Breastfeeding Week, materials to celebrate were shared with the membership and posted on the website and social media platforms. New Parent Empowerment Cards were released with a background information sheet and are posted on the BFION website in the Members area.

	<ul style="list-style-type: none">• To help onboard and mentor new executive members, a new document 'BFI Ontario Executive Role Descriptions, Responsibilities and Accountability,' was finalized.• A Membership Recruitment Working Group was created as part of the BFION Action Plan, to broaden membership and enhance the diversity, including members from First Nations, family health teams, physicians, midwives, doulas, mother-to-mother support and parents. Work is ongoing, including a website update to incorporate more demographics to evaluate the outreach strategy.• The biennial BFION Expo was delayed further. An Expo before the pandemic was a critical way to engage and re-energize membership. Establishing a team to plan and organize an Expo event will be a priority in the future.• The BFION Assessment Coordinator learned from some public health units in Ontario that the Public Health Ontario 'Q & A document regarding BFI designation and re-designation (2020)' was redistributed to Ontario health units in the Fall of 2022. The BFION Assessment Coordinator worked collaboratively with the executive and prepared a response that was sent to Public Health Ontario and every Medical Officer of Health in the province. A briefing note was sent to the BFI Ontario membership and can be accessed on the BFION website. A Hot Topic presentation in January 2023 'Is There Value to BFI Designation & Re-designation' provided further support to members.• The BCC BFI Collaborative Project maintained formal support for two Ontario hospital corporations (4 hospitals) as they continued their work on implementation of the BFI. BFION hosted an information session on the new BCC Coach Mentor Program in June for member organizations and others interested in having assistance with BFI implementation. In the new BCC Coach Mentor Program, six of the fifteen coach-mentors are from Ontario, three of which are parent partners. Ontario has three hospitals and one community health service participating in the Coach Mentor Program.• As of December 31, 2022, Ontario had 13 BFI-designated facilities listed, including four hospitals and nine community health services that are BFI designated or have confirmed plans to re-designate and have been granted an extension. In addition, 4 facilities continue to be in the decision-making process regarding plans to maintain BFI designation. This reflects a sharp decline from the commitment to designation by hospitals and community health services prior to the pandemic.
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	<p>However, many facilities that are no longer working to become designated or re-designated report that they plan to follow many of the practice standards of the BFI. The BFI Ontario Assessment Coordinator has continued to provide support to many facilities engaged in BFI designation and re-designation work through telephone calls, virtual meetings and email communication. Ontario has six members that sit on the BCC Board of Directors.</p>
Quebec	No report available
New Brunswick	<p>General Update</p> <ul style="list-style-type: none"> • The NB Baby Friendly Initiative Steering Committee is under review to ensure that its membership and mandate continue to serve its intended purpose of supporting BFI implementation across the province. Facilitated sessions have taken place with select members, as we work to identify the core values, functions and responsibilities of the committee. This work is continuing into 2023. • A revision is underway of the NB Infant Feeding Data Collection form, in order to capture new data required by the BCC in the updated 2021 BFI Guideline. This includes whether the baby was offered the breast within one hour of birth. Anticipated start date for the new form is July 1, 2023. • Julie Levasseur-Dubé has accepted the position of regional BFI Coordinator for the Vitalité Health Network permanently. <p>Provincial Breastfeeding Resources</p> <ul style="list-style-type: none"> • Members of the Provincial BFI Steering Committee Education Subgroup have created a new infant feeding resource for N.B. families. The new guide, titled “Every Drop Counts: A breastfeeding guide for you and your family”, will be released in April 2023 and features expanded content including: <ul style="list-style-type: none"> ○ normal infant behaviours ○ evidence-based birth practices that support breastfeeding ○ the basics of breastfeeding positioning and latching ○ common challenges and how to get support ○ milk expression and storage

- links to community resources, and much more
- The “Holding Your Baby Skin-to-Skin” fact sheet was redesigned and updated. The language was clarified and emphasizes that skin-to-skin is important “no matter how you plan to feed your baby” and regardless of mode of birth.

To access the digital versions of these documents, visit: [GNB Breastfeeding and BFI](#)

National Breastfeeding Week

- Local community committees and facilities held various virtual and in-person events and informational activities across the province, including Quintessence Challenges, drop-ins, displays and give-aways.
- The Horizon BFI Coordinator was invited to speak during National Breastfeeding Week at the "Together for Families Forum: Prenatal to Six Years" hosted by the New Brunswick Association of Family Resource Centres. Attendees included staff from various centres and other Provincial and community programs serving families with young children. Information was provided about the Baby Friendly Initiative in NB, and how it supports parents and families across the province.

BCC National Coach/Mentor Program

- 5 hospitals in Horizon, 3 Public Health facilities in Horizon and 4 Public Health facilities in Vitalité are participating in the BCC BFI Coaching and Mentorship Program.
- Details of local work can be found below.

Vitalité Health Network Update

- New Fact Sheets have been developed:
 - What you need to know about pacifiers
 - Signs that feeding is going well
 - The second night with your baby
 - Practise Safe Skin-to-Skin Contact
- An e-learning module on the BFI Policy has been official and required for all staff members, including doctors, students, and volunteers.

- Prenatal and postnatal education grids have been implemented to align with BFI best practices.
- A Breastfeeding Support Mom Program Pilot project has been implemented in the Northwest region. The program is a success and will be rolled out to other Network regions in 2023.
- National Breastfeeding Week: 2 educational sessions on Teams were offered to Network staff:
 - Understanding the International Code of Marketing of Breastmilk Substitutes to become BFI
 - Supplementation: Know the medical indications for using breast milk substitutes to promote exclusive breastfeeding
- Surveys have been conducted with families regarding care practices surrounding infant feeding in all Network hospitals.
- The Chaleur Hospital has started the pre-assessment process by the Breastfeeding Committee for Canada. Specific action plans were developed following their recommendations.
- File audit tools have been implemented in 2 of the 3 hospitals. They have been added to the Mother-Child dashboard.
- A presentation on BFI was given to several sectors, including leadership team, professional practice, managers, dietitians and more.
- Several committees and working groups have resumed their work since the pandemic.

Horizon Health Network Update

- All 5 hospitals with obstetrical services and all three Public Health teams in the Network joined the BCC's Coach/Mentor BFI Project in 2022. BFI Leads were identified in each area, and teams are working to reinvent BFI in our facilities post-Covid. Projects underway locally include:
 - New systems of BFI data collection and parent education implemented in various provincial public health programs
 - A live, virtual prenatal breastfeeding class in development that will be offered to anyone in the province in 2023

	<ul style="list-style-type: none"> ○ Infant feeding drop-in sessions started in some regions ○ Staff education sessions offered in various regions on topics such as Medical Indications for Supplementation, Informed Decision-Making, Working through Breastfeeding Challenges and Changes to the BCC BFI Guideline ● After extensive work in 2021, the Women & Children’s Network secured funding required to purchase infant formula. The Network has continued to collaborate with Service New Brunswick and Vitalite Health Network to finalize details of a formula contract in the province. Purchasing is expected to begin in April 2023. ● In collaboration with Horizon Communications, the Women & Children’s Health Network launched 2 patient engagement surveys- “Your Experience with Labour and Birth” and “ Your Experience with Infant Feeding”. These surveys were incredibly successful and received the largest response of any external survey ever across the network. The surveys are now closed, and the data is being analyzed to be used in identifying priorities for the 2023/24 work plan. ● PDSA cycles to improve rates of skin-to-skin contact after C-Section identified the need for improved educational resources for parents. A fact sheet, titled “What you need to know: Skin-to-Skin Contact” was developed and launched in Fall 2022 and we continue to collect data to determine its impact.
Nova Scotia	<p>Baby-Friendly Initiative</p> <ul style="list-style-type: none"> ● The COVID-19 pandemic continued to interrupt services offered to Nova Scotia families in 2022. ● During the end of 2022 and early 2023 Public Health Early Years has begun to re-focus their work to support families during the pre and postnatal period. ● Local BFI Committees began to resume work centered around Baby-Friendly after an interruption in this work during the pandemic. In 2023 the province is looking to re-establish the Provincial Baby-Friendly Committee to include BFI leaders from both acute care and public health across the province to support this work. ● There have been support provided by acute care facilities across Nova Scotia to support staff to become International Board

	<p>Certified Lactation Consultants (IBCLC) to support families with Infant Feeding.</p> <ul style="list-style-type: none"> • Currently the province is looking to take a provincial approach regarding policies related to Baby-Friendly practices to be provincial policies instead of as previously developed by each health authority and for this new approach to be inclusive to public health as well. • The More Milk Sooner initiative has been implemented across the province to support antenatally colostrum collection. <p>Designation Updates</p> <ul style="list-style-type: none"> • The Colchester East Hants Health Centre received Baby-Friendly Designation in 2022. • The South Shore Regional Hospital will be completing their External Site Visit in April 2023 • The IWK Health Centre is preparing for re-designation in Summer 2023. • The Cape Breton Regional Hospital completed their Pre-Assessment Site Visit in June 2022. <p>Coach Mentorship Program</p> <ul style="list-style-type: none"> • Currently, Nova Scotia Public Health and IWK Health Centre have become apart of the Breastfeeding Committee of Canada’s Coach Mentorship program. Other acute care facilities across the province who provide Obstetrical services are in the process of applying for a Coach Mentor to support their local BFI work.
<p>Prince Edward Island</p>	<p>The Department of Health and Wellness has overall responsibility for healthcare in PEI. Under this is Health and Wellness PEI. Breastfeeding continues to be a priority.</p> <ul style="list-style-type: none"> • There has been a relaunch of the Provincial Perinatal Health Program Coordinator (formerly known as the Reproductive Care Program). Under this program there has been a renewed interest in perinatal health surveillance including breastfeeding data for six months after birth. • Plans are underway to renew the BFI steering committee. This committee got sidelined during Covid. Our two acute care delivery hospitals participated in the National Collaborative BFI Project.

	<ul style="list-style-type: none"> • Rates of initiation of breastfeeding continue to increase .There is support for one of the acute care hospitals that do deliveries as well as the PEI Public Health Program to pursue BFI designation. The other acute care delivery hospital has been delayed by a vacant LC position. • Current areas of focus are revising the infant feeding policy, re-establishing the BFI steering committee and reviewing membership for parent partner opportunities. • The PEI Breastfeeding Coalition is a multidisciplinary group working to support, protect and promote breastfeeding whose goal is to make breastfeeding the social norm on PEI. They have since 1992 actively lobbied with the health minister and directors for more resources for breastfeeding on PEI. • The coalition is presently working on a grant that will help incorporate more inclusive language in our breastfeeding promotion material. Two projects we are planning are producing materials for businesses, working on updating our website as well as creating a breastfeeding tent that can be used by organizations for festivals in the province. • The Coalition will also be reviewing their five year plan and deciding where to proceed from here. • Progress is slow and we are hampered by the lack of a BFI coordinator on PEI and also a lack of dedicated funding to help us work towards this goal.
Newfoundland and Labrador	<p>Background</p> <ul style="list-style-type: none"> • The Baby-Friendly Council of NL (BFCNL), in affiliation with the Breastfeeding Committee for Canada is the designated provincial body to monitor the implementation of the Baby-Friendly Initiative (BFI) in Newfoundland and Labrador. The BFCNL is an interdisciplinary committee with representatives from all regions of the province who are strongly committed to increasing the initiation and duration of breastfeeding. The BFCNL is supported by funding from the provincial government and administered through the Perinatal Program NL. <p>BFCNL General Update</p> <ul style="list-style-type: none"> • The end of 2022 brought conversation related to streamlining the way we function as a council. There is a desire among our team to focus more on the tangible aspects of BFI with an acknowledgement of the limited time among our members to devote to multiple meetings monthly. The group made a decision to shift to quarterly council meetings (instead of

monthly) and using the monthly space to re-ignite the Provincial BFI Working Group (this group was very active prior to COVID-19 and focused mainly on implementing practice changes to direct care; antenatal hand expression and skin to skin during caesarean section are just a few examples). This shift has also given us an opportunity to look at our membership within these groups and take a closer look at involving the right people in these discussions (high level facility leadership and medical officers of health are some examples).

- The BFCNL had its first face to face meeting since COVID-19 in St. John's, NL in June. It was "day 2" of the Breastfeeding Research Retreat (see below). Our team came together to review and discuss elements of our directional document 2020-2025 and made plans for the upcoming year.

Breastfeeding Research Working Group

- Research Retreat: A two day event bringing together breastfeeding researchers from Memorial University of NL and one of our Health Authorities with a shared passion for building breastfeeding research in our province.
- The research team recently submitted a paper for publication in the Journal of Human Lactation. The paper is an observational cross-sectional study with n=104 participants titled *High Rates of International Code Violations: A Cross Sectional Study in one Region of Canada with Low Breastfeeding Rates*. Authors found most study participants were exposed to marketing of commercial milk formula. The most frequent violations provide evidence infant formula companies target and directly contact new mothers to provide unsolicited promotions and free samples of commercial milk formula. These findings further support the need for policymakers in federal and provincial/territorial governments in Canada to actively endorse the WHO International Code recommendations. The research team is also preparing to submit a paper for publication on *Knowledge and Attitudes of Health Care Professionals and Barriers to Skin-to-Skin Contact Following Caesarean Section*. Our website is growing and now has a page dedicated solely to the breastfeeding research. Here you can find a list of all the articles. We are also in the process of making infographics to summarize all the studies: <https://babyfriendlynl.ca/breastfeeding-research-team/>

- We are now starting to use our social media platform to elevate studies and help researchers reach their recruitment targets. Researchers reach out to us to share their study posters. They have let us know that this has been a very successful recruitment strategy for them. We are discovering that social media has served a very important role for research in the area of knowledge translation.
- The Janet Murphy Goodridge Legacy award had its second (2021-2022) recipient, Rebecca Maher, who is a first-year medical school student who completed her MSc from the School of Human Kinetics and Recreation under the supervision of Dr. Erin McGowan and Dr. Daniel Fuller, working closely with the MUN interdisciplinary fertility research team. Rebecca's research aims to improve reproductive health outcomes for women living with obesity and experiencing infertility, as preconception care for fertility is essential to the maternal and infant health journey. We also now have a page on our website dedicated to Janet's memory and the Legacy award recipients: <https://babyfriendlynl.ca/janet-murphy-goodridge-legacy/>

World Breastfeeding Week

- BFCNL continues to celebrate “World Breastfeeding Week” Oct 1-7 each year, and avail of information provided by The World Alliance for Breastfeeding Action (WABA). We develop a virtual package annually for our health authorities and partners and proclaimed World Breastfeeding Week (WBW) in multiple municipalities in the province as well as through engagement with Government of NL and a virtual proclamation signing with the Minister of Health and Community Services.
- We launched a new campaign during World Breastfeeding Week called “Ask Me Anything” with various council members answering questions presented to us from our social media followers. Questions ranged from that of clinical to policy implementation and with nearly 30 questions to answer, they were posted periodically throughout the week on our social media channels. We also branched into live social media events this year with our very first attempt at an “Instagram Live” event with UK Children’s Author, Linnie Von Sky. Our multimedia presence continues to grow on platforms like LinkedIn, Facebook, Twitter and Instagram.

Government of NL

- The Government of NL has just completed a process to examine the health system in NL and to engage with the public and with stakeholders on how to transform the system toward better health outcomes. This process, [Health Accord NL](#), has resulted in a series of recommended actions to impact individual and population health and impact social and economic well-being. The recommendations focus on the social determinants of health, and a higher quality health system that better balances community, hospital and long term cares services. As part of the recommendations, Health Accord acknowledges the importance of advancing the Baby-Friendly Initiative (BFI) and calls for work toward designation for all birthing facilities. Having BFI in the blueprint is an important milestone for our work in NL and is a testament to the various levels of advocacy from members of our Baby-Friendly Council.
- A further recommendation of the above-mentioned Health Accord is to move our province toward one health authority. This direction will be achieved in April 2023. The BFCNL views this as a very positive step forward in the advancement of BFI. It will prompt consistency in policy implementation and provision of care as it pertains to BFI.
- Government is also moving forward with the development of a Public Health Plan, in response to a new Public Health Protection and Promotion Act. This plan will be an opportunity to highlight the importance of breastfeeding and BFI and their impacts on health outcomes, as well as to focus on appropriate data collection in the province.

The Baby-Friendly Initiative

- The end of the QI Collaborative Project with the BCC has seen several facilities in our province enroll in the Coach Mentorship Program. In NL currently there are 3 facilities enrolled and 2 in process, which will be about half of our birthing facilities and cover nearly 80% of births in our province. Engagement with community health departments has started. This program is proving to be very beneficial to both the facilities and to the role of the Baby-Friendly Council alike. It provides an added layer of customized support to facilities each on their own individual journey and allows the opportunity for continued networking throughout the country. All involved give very positive reviews of the program up to this point.

Engagement/New Partnerships

	<ul style="list-style-type: none"> • The Baby-Friendly Council of NL has used their social media presence to strategize and build partnerships in areas where BFI may not have previously been discussed. Creating social media content with organizations such as Newfoundland and Labrador Dental Association, supporting FASDnl with information to build public messaging as well as preliminary engagement with Planned Parenthood NL organization as well as NL Doula Collective are just a few examples of new partnerships that have been established. This extends into the bigger picture of Breastfeeding Friendly Communities of which these associations are a part of. Building Breastfeeding Friendly Communities is an important component of the 10 Steps to Baby-Friendly and BFCNL is committed to this through the advancement of their “Space for everyone communities supporting breastfeeding” project.
Nunavut	<p>The Nunavut Territorial Infant Feeding Working Group works closely with the Territorial Maternal-Child Health Working Group. Membership of these groups includes representatives from the Territorial Nutrition group, Hospital, Public Health and Community Health Centers. The focus continues to be capacity building, the implementation of best practices and competency building across the Territory using the BFI as a quality improvement framework.</p> <p>Education and training:</p> <ul style="list-style-type: none"> • Community Health Representatives and the Canada Prenatal Nutrition Program Community Coordinators meet monthly on MS Teams for education and program support. • Public Health Nurses Orientation (Sept 2022) included a webinar on breastfeeding and one on the introduction of solid foods. • As COVID 19 and staffing shortages allow, additional interprofessional education will be offered. <p>Resource Development/Knowledge Translation:</p> <ul style="list-style-type: none"> • A Breastfeeding Toolkit is nearing completion. These resources were widely circulated for community and professional feedback. The toolkit includes <ul style="list-style-type: none"> ○ 2 parent resources to support informed decision making regarding infant feeding and the basics of breastfeeding. The graphics are being created by a local artist. ○ Formula preparation tear sheets update.

	<ul style="list-style-type: none"> ○ Nursing resources for prenatal conversations in line with the revised Prenatal record and Guidelines, and a plan of care outline for postnatal breastfeeding challenges. ● The Nunavut Contraception Methods information was updated and now clearly reflects contraception compatible with breastfeeding, including the lactation amenorrhea method (LAM). ● Amy Caughey, Acting Territorial Nutritionist, completed her PhD research on Inuit country food and nutrition in early life in Nunavut. Links to published papers will be provided when available.
<p>North West Territories</p>	<p>Quality Improvement</p> <ul style="list-style-type: none"> ● The NWT BFI QI Committee meets monthly with regional representation from each birthing center/hospital as well as active participation of public health nurse, physician champion, and Territorial Manager of Midwifery in the project. This has included: <ul style="list-style-type: none"> ○ The review of monthly chart audits and data collection on maternal-child health indicators from each NWT birthing center/hospital ○ Ongoing PDSAs/tests of change unique to each participating facility ○ Participation in BFI QI meetings is extended to the coach-mentors with good representation in March 2023 meeting. ● The NWT BFI committee members from our largest regional site participated in the development of a territorial Partogram. Within this updated document are elements of the BFI 10 Steps including skin-to-skin initiation and duration, rooming in, and hand expression. This will help to support our data collection to ensure these elements are documented on one standardized territorial document. ● All three birthing sites have entered a commitment with the BCC for the BFI Coach-Mentor Program. The coach-mentors are already connecting with the birthing centres <p>Support for monthly run charts is being provided for chart audit data.</p> <p>Policy</p> <p>In 2022, work was finalized on a draft Hypoglycemia Policy which includes elements of the BFI 10 Steps includes skin-to-skin and medical indications for formula.</p>

	<ul style="list-style-type: none"> The final draft Phototherapy policy has been updated and includes elements of skin-to-skin care. <p>Resource Development / Knowledge Translation</p> <ul style="list-style-type: none"> Crib Card: Under development with full versions in every NWT official language <ul style="list-style-type: none"> The resources are being finalized after which they will be printed for each health facility (primary birthing centers), BFI QI committees and posted on the NTHSSA website. <i>'Promise to Families'</i> that reflects that Territorial-wide Infant Feeding Policy, as well as embeds Traditional Knowledge teachings from local grandmothers and Elders is awaiting final approval. This resource will be posted in all birthing sites.
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P/T Committee Membership:

Jurisdiction	Current Representatives (as of December 31, 2021)	Other Representatives during 2021
British Columbia	Lea Geiger and Kristen Ruddick	Erin Price Lindstrom participated in 2021
Alberta	Jennifer Splaine	
Saskatchewan	Julie Smith-Fehr, Morag Granger, Amanda Sowden and Lorissa Jones	
Manitoba	Linda Romphf and Sylvia Bucholz	
Ontario	Marg LaSalle (Co-Chair, BCC Assessment Committee), Seneca Overduin and Louise Guthro	Carolyn Crowley participated in 2021
Québec	Isabelle Michaud-Letorneau	
PEI	Vacant	
New Brunswick	Ellen Bolden, Jessica Webster, Christina Gallant and Julie Levasseur-Dube	
Nova Scotia	Sally Loring and Jennifer Swan and Leanne Mackeen	Rebecca Attenborough participated in 2021
Newfoundland and Labrador	Heidi Boyd and Heather Gates (Chair)	
Northwest Territories	Kyla Wright and Sheena Gagnon	
Nunavut	Alex Inman	Lea Butcher also participated in 2021
Yukon	Brenda Dedon	

Public Health Agency of Canada	Julie Castleman and Marie-Claude Lang	
Canadian Pediatric Society	Laura Haiek	

The PT Committee thanks all provincial and territorial representatives who have contributed to the committee in 2021 and wish our colleagues well who have left the committee.

Submitted by Heather Gates BNRN, CCHN(C), IBCLC

Chair BCC Provincial Territorial Committee

Annual Website Report April 2022 to March 2023

Overview of liaison activities

During the last year, the website duties included:

- Posting of Annual report to the website*
- Regularly updating the content, specifically the News, Membership and Resources sections.
- Posting of the By-laws to the website
- Working with the Multimedia Coordinator for translation of posts and messages to social media (special days, events, work of the BCC, etc.)
- Corrections made to the PHAC Abbreviated screening tool
- Attended a presentation by the Multimedia Coordinator for the Coach Mentor group on how to maximize their experience using the MS Teams platform for the collaborative work together
- Reviewing translated documents for linguistic content accuracy prior to updating the website
 - BFI Mentorship Program
 - Relevant information regarding the QI project
 - Others as indicated by the BCC
- Monthly reports to be presented to the board of directors
- Participate in the Communications monthly meetings.

Overview of website activity

Sessions

Consistently over 1200 sessions monthly, with some months over 2000. This is reflective of how many times the website has been accessed.

Page views

Page views (number of different pages viewed while navigating the website) average between 2500-4000.

Duration

The average amount of time spent on the website is 2 minutes.

New users

We consistently see new users on the website with an average of 60% new users per month.

Device

Accessing our website through a desktop continues to be the most frequent device used with an average of 80% of activity deriving from a desktop on a monthly basis.

Top three countries

The top two countries where our website visitors originated are Canada and the United States. New Zealand, China and Australia and the UK have often been in the top three spot in 2023.

Top three referrals

This is reflective of how people reach our site, meaning they were navigating a different site and a link or referral led them to the BCC website. The following two sites have been referred the most in 2022: courses.step2education.com, clinicalanatomy.ca with a third varying on a monthly basis.

*Unless otherwise stated, posting on the website includes posting on the English and French platforms.

Respectfully submitted by Angie Manners

BCC Liaison report for the year 2022 Canadian Pediatric Society Nutrition and Gastroenterology Committee Meeting

Committee meetings in 2022: April 14 (virtual) and November 17 (in person)

Members: Ana Sant'Anna (Chair), Pushpa Sathya, Tanis Fenton (Dietitians of Canada), Laura Haiek (Breastfeeding Committee for Canada), Subhadeep Chakrabarti (Food Directorate, Health Canada), Patricia D'Onghia (Health Canada), Rilla Schneider (Resident), Sanjukta Basak (Liaison Canadian Pediatric Endocrine group), Eddy Lau (Board representative), Belal Alshaik, Gina Rempel.

New members in the committee:

Dr Lara Hart and Dr Tejas Desai (Resident member)

Statements published by members of the [Nutrition and Gastroenterology Committee](#) in 2022

- Using probiotics in paediatric populations, Posted on Dec 9, 2022. Authors: Rilla Schneider MD, Ana Sant'Anna MD. <https://cps.ca/en/documents/position/probiotics-in-paediatric-populations> Paediatr Child Health 2022 27(8):482–491.

Statements or Practice Points published in 2022 by other CPS Committees reviewed by members of the Nutrition and Gastroenterology committee:

- **Medical management of gastro-esophageal reflux in healthy infants. Posted: Nov 4, 2022. Acute Care Committee, Community Paediatrics Committee.**
<https://cps.ca/en/documents/position/gastro-esophageal-reflux-in-healthy-infants>
- **Follow-up care of the extremely preterm infant after discharge from the neonatal intensive care unit, Posted: Sep 23, 2022, Fetus and Newborn Committee.**
<https://cps.ca/en/documents/position/follow-up-care>

Request to have two BCC liaisons.

Considering that over the past years, several Position Statements and Practice Points pertinent to breastfeeding were published by the Fetus and Newborn Committee and that organizations can have liaisons in two different CPS committees, the BCC board sent a letter on October 2022 to the CPS requesting to add a liaison to the committee Fetus and Newborn Committee. There has been no response to the request as of April 2023.

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