

**Annual General Meeting
Breastfeeding Committee for Canada
Report 2023**



OUR VISION:

Families in Canada are supported to breastfeed. By 2030, 70% of children will be exclusively breastfed at 6 months.

OUR MISSION:

We protect, promote, and support breastfeeding and informed infant feeding decisions by providing national leadership and guidance for the Baby-Friendly Initiative.

The Board of Directors for the Breastfeeding Committee for Canada (BCC) 2023

Co-Chairs	Pam O’Sullivan/ Randi Leanne Parsons
Treasurer	Sally Loring
Secretary/Membership	Marina Green/Kira Friesen
Website liaison	Angie Manners
Directors at Large	Yoland Lawson, Maxine Scringer-Wilkes, Linda Young, & Jennifer Swan
BFI Assessment Committee Co-Chairs	Marg LaSalle/Karen Frith
Provincial Territorial Committee Co-Chairs	Heather Gates/vacant
BCC Representation to External Partners	
BCC Representatives to Industrialized Nations	Kathy Venter & 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 & Michelle LeDrew
BCC Representative to The Joint Working Group for Guidelines on Nutrition for Healthy Term Infants	Heidi Boyd

**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 are in the final stages of this 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 2023, Sally Loring oversaw the treasury under the guidance of Bluenose Accounting, Nova Scotia, Chartered Accountants. An independent financial audit was conducted by Bluenose Accounting, Nova Scotia on the 2022 accounts. The accountants found no evidence of fraud or irregularities when conducting the audit.

The Board Activities for the year 2023

During the Year 2023: There were 11 BCC Board meetings including the AGM in April 2023. All meetings were conducted on Microsoft teams. The BCC committees and working groups and the BFI Quality Improvement Collaborative Project (BFI Collaborative) were very active and productive in 2023. We are listing some of these accomplishments however for a complete review please refer to the committee reports for more detail.

● **BFI Collaborative Project:**

1. Modernize the Baby-Friendly Initiative in Canada

In collaboration with the BCC Assessment Committee and/or Coach Mentor partners the following electronic tools and resources were developed and tested:

- BFI External Assessment Electronic Tools in Hospitals and Community Health Services (CHS).
- Hospital Patient Surveys, Chart Audits and Run Chart templates.
- CHS Client Surveys, Chart Audits and Run Chart templates.
- Staff Survey for Hospitals and CHS.
- BFI document storage and processing of BFI Assessment material (electronically and written)

2. Implementation of a National BFI Quality Improvement Collaborative Project

- 15 Coach Mentors and 50 facilities (hospitals and CHSs) engaged in the Coach Mentor Program, teams were supported to use quality improvement strategies and provided with opportunities to learn and share with each other.
- BFI Project Evaluation Report Baby-Friendly Initiative Project Evaluation Report posted and created a YouTube video providing an Overview of the BFI Project evaluation report.
- Publication of BFI Project in the BMJ Quality Journal "Promoting Maternal-Child Health by Increasing Breastfeeding Rates: A National Canadian Baby-Friendly Initiative Quality Improvement Collaborative Project"
- Facilitated several BFI Quality Improvement educational webinars and Breastfeeding Basic Course for Direct and Indirect Care Providers.
- Participated in BFI Research Proposal writing with Manitoba Centre for Health Policy.

3. Raise Awareness of BFI in Canada

- Supported planning and implementation of the National Breastfeeding Week webinars.
- Engaged Partners in Scaling Up BFI Implementation in Canada, including Provincial Territorial Group on Nutrition and Provincial Territorial Public Health Network with Medical Officers of Health. On-going relationship with Health Standards Organization and participated in an Indigenous Circle meetings throughout the year.
- Prepared Briefing Notes focused on scaling up BFI in Canada, Public Health Surveillance and Core Competencies as well as taking action to support the Code in Canada.
- Supported the work of the BCC Provincial Territorial Co-Chair.
- Attended the Code Congress on the International Code of Marketing of Breastmilk Substitutes in Geneva, developed a Canadian Code Action Plan and participated in the BCC Code Advocacy working group.

● BCC Racial Health Equity Working Group:

The members continued their work in 2023 by providing educational resources to the BCC board directors and encouraging learning and mentorship. The position statement; Addressing Racism: Opportunity for Transformational Change to Infant and Young Child Feeding in Canada, was finalized and posted on the website. We appreciate the feedback and participation from the BCC membership and various external groups across Canada such as, the Canadian Indigenous Nurses Association, Canadian Black Nurses Alliance and the Canadian Chinese Nurses Association. The BCC position statement has identified key areas of work around diversity, equity, and inclusion. The BCC has decided to create a new standing committee called the BCC Diversity, Equity, and Inclusion Committee to ensure we continue the work. We look forward to expanding the 5 membership of this group and working on the acknowledgements and commitments as described in the BCC position statement.

● BCC Strategic Planning:

During 2023 a working group of board directors has been leading the board through a strategic planning process for 2024-2029. The BCC vision and mission have been revised to reflect our core purpose and overall goals. We have determined our strategic priorities and will determine our actions for each priority early in 2024.

- **WHO Code:**

Three of our members attended the World Health Organization (WHO) Code Convention in Geneva, June 2023. There was an action plan that was requested from this meeting. Action Plan for upholding the WHO Code of Marketing of Breastmilk Substitutes and Relevant World Health Assembly (WHA) Resolutions. Goal: Advocate for the WHO Code and the WHA resolutions to be embedded into the revisions of the Canadian Food and Drug Act within two years (2023-2025). The BCC has formed a working group to support this goal.

- **BCC Website/Communications/Social Media:**

In 2023 we doubled our followers and significantly increased our impressions due to the work of our social media campaign.

Website: five new pages/tabs were built and added to the website- these include, Events, Our Legacy, WHO Code, National Breastfeeding Week and Diversity, Equity and Inclusion.

Instagram: “Link in Bio” account set up for Instagram, clicking these links is easier for the audience

Video Campaigns: twenty four video campaigns uploaded, twelve of which were published by our multimedia coordinator.

Social Posts: sixty five social posts, including week long campaigns

BCC 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 breastfeeding, infant and young child feeding and the Baby-Friendly Initiative. The focus is to share knowledge and experience to support collaboration to advance the implementation of evidence informed practice across Canada.

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-Chairs

Pam O’Sullivan & Randi Leanne Parsons

The BCC acknowledges with gratitude the traditional lands and territories throughout Turtle Island (colonial known as Canada) in which our members live, work, learn, and support care. We are committed to reconciliation and are grateful for the continued opportunity to work in partnership with Indigenous Peoples, who have cared for and nurtured these lands for all time.

BCC Membership Report

January 2023-December 2023

Membership in the Breastfeeding Committee for Canada is open to anyone interested in voluntarily furthering the aims of the BCC and 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.

The annual fee was increased to \$35 in April 2023. Membership fees contribute to BCC expenses such as 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 2023 there were 58 members.

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

Prepared by Kira Friesen

BCC Board Secretary

Treasurer's Report

	End of Year: FY 2023	
		\$
Revenue		
	Membership fees	2650.40
	Assessment fees	9,525.70
	Additional BFI Assessors' expenses	2,176.88
	Interest	3193.15
	Symposium	
	Donation	30.00
	Total cash revenue	17,576.13
	Total in-kind revenue	0.00
Total Revenue		17,576.13
Expenses		
	BCC Domain	0.00
	Website Maintenance	0.00
	Insurance	3,229.00
	Accounting	2,767.07
	Translations	3,118.17
	Office Supplies/Postage	317.83
	BFI Plaques	1,524.99
	Industry Canada Annual Filing Fee	12.00
	WHO Code Congress, Geneva	10,555.37
	CPS Nutrition Meeting	1,025.02
	Industrialized Countries BFI Meeting	215.00
	Banking Fees	226.00
	BFI Assessment expenses	5,802.58
	Lawyer	232.88
	Subtotal cash expenses	29,025.91
	Subtotal in-kind expenses	0.00
	Total Expenses	29,025.91
Revenue over Expenses		(11,449.78)

I'm delighted to continue supporting BCC.

Submitted by Sally Loring BCC Treasurer

Baby-Friendly Initiative Project

Promoting Maternal Infant Health by Increasing Breastfeeding Rates BFI Project Report

Preamble

The Breastfeeding Committee for Canada was supported through the Public Health Agency of Canada's Innovation Strategy Fund to implement the project titled: Promoting Maternal Infant Health by Increasing Breastfeeding Rates. The project began in 2019 and this is the fifth annual report of the five-year project. At the end of 2023, PHAC extended the project timeline to March 2025 and additional funding for fiscal year 2023 -2024 was committed to the BCC. BCC Co-Chair Pam O'Sullivan and Board Director, Marina Green provided support and guidance to the National Baby-Friendly Project Directors, Kathy O'Grady and Michelle LeDrew. The activities throughout 2023 align with the original project objectives:

1. Modernize the Baby-Friendly Initiative in Canada
2. Implementation of a National BFI Quality Improvement Collaborative Project
3. Raise Awareness of BFI in Canada

The following is a summary of the activities related to the BFI Project under the above noted objectives.

1. Modernize the Baby-Friendly Initiative in Canada

Development of BFI External Assessment Electronic Tools: A series of electronic tools were developed to support BFI External Assessments. BFI External Assessments were previously completed using paper interview guides and manually tallying the scores. Electronic interview guides were created for BFI assessment of hospitals and community health services and included interview guides for staff, managers, physicians, and patients/clients. Summary tools were developed that allows the Lead Assessor to copy and paste data from the interviews into an excel workbook that automatically tallies the scores. Webinar training was provided for the lead assessors and assessors and the tools were tested during hospital and community health services external assessments. Feedback on the use of these electronic tools was very positive. There is a plan to pilot these tools with facilities as a self-assessment in 2024.

Development of Hospital and CHS Quality Improvement Data Collection Tools: A series of quality improvement electronic hospital data collection tools were developed and tested with facilities engaged in the BFI Coach Mentor Program. A working group of the BCC Assessment Committee lead the content development of the tools. The hospital tools included: Patient Survey, Chart Audit and Run Chart Templates. Webinar training was provided to the BFI Coach Mentors and facilities on applying the tools in their settings. The tools supported teams to monitor their BFI progress of each of the BFI standards and provided the data and graphs to showcase their progress and areas for continued improvement.

Community Health Services (CHS) electronic data collection tools were also developed and included: CHS Client Survey and Chart Audit templates. The BCC Assessment Committee lead the development of the tools content and a group of volunteers from four provinces and one territory reviewed and provided feedback on the CHS tools. A pilot of the CHS tools was conducted by two teams from British Columbia in the summer and further editing of the tools occurred in the fall. An accompanying Run Chart template was also developed and finalized in early January 2024. Funding has been received from PHAC to

transfer all the electronic tools into REDCap and all material will be translated to French. Feedback on these tools have been very positive from facilities.

The BCC Assessment Committee working group developed content for a staff survey and electronic BFI Staff Survey for direct care in hospitals and CHSs were created. The staff survey tools were shared through Coach Mentor Program. Teams are adapting the tools to meet their needs and to formulate education sessions for quality improvement purposes based on data from the staff surveys.

BCC Assessment Committee BFI Project Directors attended Assessment Committee regular meetings, provided project updates, and assisted the assessment committee with implementation of the external assessment tools including participation in an onsite BFI External Assessment in Alberta and virtual support for other sites. Assessment Committee working group developed a document to detail the process of document storage of BFI Assessment material including the electronic tools.

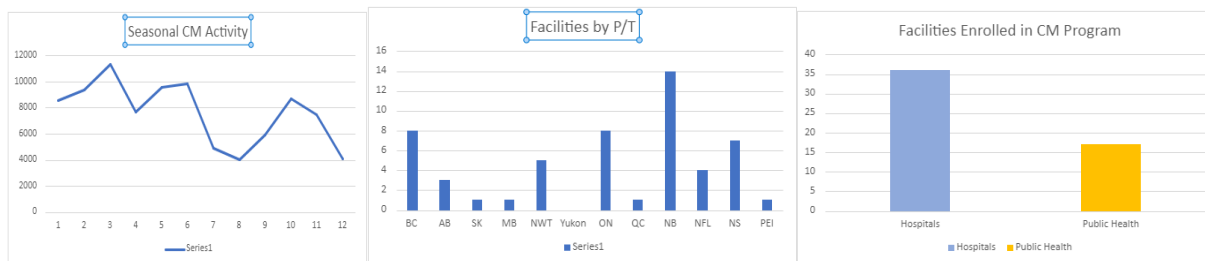
2. Implementation of a National BFI Quality Improvement Collaborative Project

BFI Project Evaluation Report finalized [Baby-Friendly Initiative Project Evaluation Report](#) by Nathan Nickel and Michelle LeDrew and posted it on BCC website and shared it through BCC committees. BFI Project Director worked with Multi-media Coordinator, Sarah Jane DiMichele to prepare a YouTube video providing an [Overview of the BFI Project evaluation report](#). Dr. Nickel presented the BFI Project work at the international Maternal and Infant Nutrition and Nurture Unit Conference in the UK in the spring.

Submitted a brief overview of the BFI Project to The Global Breastfeeding Collective through UNICEF.

Manuscript prepared for publication of the National Baby-Friendly Quality Improvement Collaborative Project and approved for publication in late December for the BMJ Quality journal. Paper titled: ["Promoting Maternal-Child Health by Increasing Breastfeeding Rates: A National Canadian Baby-Friendly Initiative Quality Improvement Collaborative Project"](#) Publication is available for open access internationally.

The Coach Mentor Program retained 15 BFI Coach mentors (CMs) of whom three are parent partners. In December 2023, there were 53 hospitals and community health services across Canada enrolled in the program, all in various stages of BFI implementation. CMs each provided an average of 10-12 hours of support to facilities per month in the form of collaboration at team meetings, policy development, staff education, capacity building of quality improvement theory and BFI knowledge, attitude and skills and networking opportunities. The focus of all efforts has been to implement BFI through a quality improvement lens. During the year one hospital and one public health facility were designated Baby-Friendly, three facilities are in BFI pre-assessment phase, and one facility is in the process of BFI re-designation.



The CMs were supported by the BFI Project Directors and the facilities were able to receive guidance and support from the BFI Assessment Committee and members of the BCC board of directors.

The BFI Project Directors and CMs worked with the provincial BFI leads where they were in position to provide a team of BFI supporters and shared resources.

BFI Quality Improvement educational webinars BFI Project Directors assisted with facilitation of a webinar in partnership with University of Alberta and had 10 attendees for the EPIQ training. A BFI focused quality improvement webinar was held in June with 70 registered participants. BFI Project Directors created a BFI Quality Improvement Workbook which includes information and tools on QI as well as BCC tools and resources. The QI workbook was shared with participants at the BFI QI workshop. An in-person BFI quality improvement webinar is being planned for March 2024.

Breastfeeding Basic Courses for Direct and Indirect Care Providers were presented in response to the identified needs of facilities in the program. Courses were presented by CMs virtually in English and French. Recorded sessions remain available and participants provided evaluation of the session which were generally very positive. The Direct Care Courses registered was 177 participants for the English session and 56 for the French session. The Indirect Care Courses registered 141 participants for both English and French.

BFI Research Proposal writing: work began in the fall and members of the BCC are working collaboratively with researchers from the Manitoba Centre for Health Policy and University of Manitoba as well as engaging other researchers across Canada. Our research team has begun research proposal writing for submission in 2024. Focus will be on further scaling up BFI implementation as well as engaging Indigenous partners in BFI research. Funding has been received from PHAC to support initial meetings with Indigenous partners in 2024. Research proposal writing will continue in 2024.

Public Health Agency of Canada support and funding BFI Project Directors and BCC Board Co-Chair and Board Member met with the Director General and staff of PHAC in February to present the findings of the BFI Project and request further funding support. An extension of the BFI funding was granted to March 2025 and the BCC was invited to submit a revised workplan for additional funding for January to March 2024. Focus of additional activities include supporting development of User Manuals for the electronic tools, offering a new platform for the tools through REDcap, French translation of material, support for Code Advocacy work, facilitation of an in-person BFI Quality Improvement Workshop and meetings with Indigenous health leaders, and piloting electronic BFI external assessment tools as self-assessment tools with facilities.

BFI Project Budget tracking and balancing of budget sheets were completed each quarter and reviewed with BCC Board Co-Chair and BCC treasurer. Projects and activities were assessed against the budget. Meetings held with PHAC to review budget and future workplans.

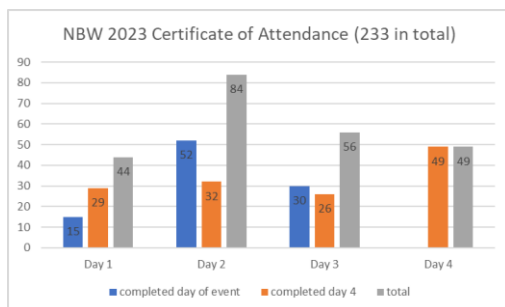
3. Raise Awareness of BFI in Canada

National Breastfeeding Week webinars: National Breastfeeding Week activities were initiated and supported by members of the CM program as part of a working group consisting of Margaret Sherratt, Marg LaSalle, Aprill Costello, Kathy O’Grady, Randi Parsons and Heather Gates. The invitation to participate in the working group was extended to the BCC Board of Directors, Provincial Territorial Committee and the Assessment committee and all the BFI Coach Mentors. Four presentations took place during National Breastfeeding Week, three of which were led by CMs. 153 evaluations were received. There were 784 registrants and 387 Attendees.

A summary evaluation is attached.

Topics included

- The Journey BFI to Designation – St. Paul’s Hospital and Ft. McMurray Public Health (KathiLee Volk, Andrea Firmani)
- Relationship Focused Care (Janine McClure, Teresa Johnson, Claire Gallant)
- More milk sooner (Naida Hawkins)
- The cost of suboptimal breastfeeding in Ontario, Canada: A health system costing study (Returning guest speaker, Dr. Sandra Hoy)



The recording of all sessions and the inspiring opening remarks from PHAC’s Julie Castleman were posted and remain accessible at <https://breastfeedingcanada.ca/en/national-breastfeeding-week/>

Engaging Partners in Scaling Up BFI Implementation in Canada: BFI Project Director presented at Provincial Territorial Group on Nutrition in September to review success of BFI project and engage their members in supporting BFI in their home province/territory.

BFI Project Director presented at a Provincial Territorial Public Health Network meeting in November with Medical Officers of Health. Shared BFI progress and requested Medical Officers of Health’s support to prioritize breastfeeding and BFI in their health plans. Briefing notes were prepared and shared as follow up after the meeting. Briefing notes were focused on scaling up BFI in Canada, Public Health Surveillance and Core Competencies as well as taking action to support the Code in Canada.

BFI Project Directors supported the work of the BCC Provincial Territorial Co-Chair and committee including planning for next BFI symposium and actions on the Code.

Health Standards Organization (HSO) partnership through Dr. Lousie Clement continued through the BCC PT committee. HSO has piloted the perinatal standards in Quebec with plans to share nationally in 2024. Dr. Clement was also a collaborator on our BFI Project publication.

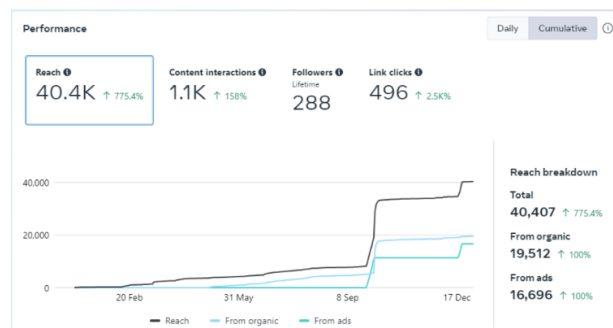
The BCC has appointed Heidi Boyd as our representative to the revision of the National Health Term Infant Guidelines. BCC members are providing feedback on these revisions as needed.

Attended Canadian Public Health Consultation meeting and provided feedback on the future of public health surveillance to include breastfeeding and BFI surveillance. Primed BCC provincial/territorial members and other partners to attend and advocate for breastfeeding indicators in the surveillance data plan. Briefing note prepared and sent to meeting organizers.

Indigenous Circle was initiated through efforts to understand how BFI impacts indigenous communities and to bring together individuals interested in adapting BFI in different circumstances. The circle is convened by Candi Edwards (Parent Partner and Coach Mentor) and has 22 members. There were three circles during 2023 and interest is growing.

Raising awareness of BFI in Canada. During national breastfeeding week the following activities boosted our communications and significantly increased our followers: E-mail notices to members, social media push via Instagram and Twitter, LinkedIn and Facebook and on BCC Website. There were 19 new page 'likes' for Facebook and 19 new 'followers' for Instagram. The two paid ad campaigns (French/Eng) generated 18728 impressions – 'seen' times. From the English ad there were 135 visits to the BCC website and the French ad resulted in 82 visits to the BCC website in that one week.

Figures below show the % increase from the same time period in 2022 vs 2023



Social media outreach to move the Code Action response to Health Canada's call for comment regarding the Food and Drugs Act has been very successful. A new dedicated Facebook page "KeenOnTheCode" and a BCC website tab for Code information and resources was created and received very encouraging feedback.

*See the Multimedia and Website reports for more information.

Actions on the International Code of Marketing Breastmilk Substitutes: BFI Project Directors and PT Co-Chair attended the International Congress on the International Code of Marketing of Breastmilk

Substitutes in Geneva in June. A Canadian Code Action plan was developed following the congress and a BCC Code Advocacy working group was formed. Key actions of the working group included: online survey, letter writing to Members of Parliament, Public Q & A information sheet, a Code briefing note, a meeting with UNICEF lawyer from New York headquarters, social media platforms including Facebook and a tab on the BCC website with key information. Health Canada released a pre-consultation paper relevant to the Code in November and the workgroup has been preparing a response as well as engaging participation from partners to respond to the proposal. BCC Code advocacy work will continue in 2024 including a request to meet with senior leaders of various government departments.

BCC Board and BCC Strategic Planning collaborated with BCC Board members on strategic planning activities throughout the year and provided monthly reports and attended monthly board meetings. Working with the BCC Board to strategize how to further scale up BFI in Canada using a quality improvement focus and visioning a new future for BFI going forward.

Closing remarks

There have been great accomplishments throughout 2023 with an aim to scale up BFI implementation in Canada and improve maternal child health outcomes through increasing breastfeeding rates. The BCC is grateful for the funding support from the Public Health Agency of Canada and for all the partners and volunteers that have worked together to make this year a success.

Respectfully submitted by Kathy O'Grady and Michelle LeDrew

BCC BFI Assessment Committee

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, Assessors and Assessor Candidates.

Co-chairs: Marg La Salle and Karen Frith

Committee members in 2023: 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 and Chair of the Baby Friendly Hospital Initiative (BFHI) Network Development Committee.

Marina Green resigned in November 2023 and Donna Brown retired from the BCC in December 2023.

Assessment Committee key actions from January 2023-December 2023:

Reporting and building BFI capacity:

- The Assessment Committee Co-chairs attended BCC Board meetings and one co-chair attended the P/T meetings.
- Provided a PowerPoint presentation about debriefing calls to the BCC Board of Directors.
- Many members participated in the BFI quality Improvement collaborative project work.
- Members supported individual Provincial and Territorial committees and facilities regarding BFI standards and practices.

BFI assessment processes and tools:

- The electronic interview guides were piloted at 3 Pre-assessment site visits and 4 External Assessments during 2023.
- Michelle LeDrew took the lead in developing chart audit and staff and client survey tools for hospitals and community health services. Training on the use of these tools was provided to coach-mentors, assessors/assessor candidates and facilities
- Facilities across Canada are tracked in their progress towards BFI designation/redesignation.
- Extensions have been granted to facilities pursuing BFI designation/redesignation due to the impact of the pandemic.
- A database of designated facilities is maintained and the list of BFI designated facilities is updated at least yearly and posted on the BCC website.
- Reasons provided by facilities for not pursuing BFI designation/redesignation have been collated and discussed.
- In response to the decline in the number of facilities seeking BFI designation/redesignation the Assessment Committee has been gathering information about the assessment process in Quebec and other countries. This work continues.

BFI Designated Facilities in Canada (December 2023)

Facility	BC	AB	SK	MB	ON	QC*	Nfld	NS	NWT	Total
Hospitals	3	3	0	0	4	5	1	3	1	20
Birthing Centres						7				7
Community/CLSC	2	1	1	3	6	83	0	0	0	96
Native Health Centre						1				1
Total	5	4	1	3	10	96	1	3	1	124

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

For list of designated facilities in Quebec visit: [Baby-friendly establishments - Breastfeeding and feeding - Health professionals - MSSS \(gouv.qc.ca\)](https://www.gouv.qc.ca/fr/actualites/actualites-2023/2023-08-23-baby-friendly-establishments)

BFI Assessors and Candidates:

- Assessor candidate requirements to become an assessor have been revised and now the assessor candidate must complete a document review and participate in an External Assessment of a hospital **or** community health service

- Assessors are invited to attend debriefing calls following External Assessments to enhance their learning.
- Assessor Handbook updated and shared with assessors and assessor candidates in September 2023.
- Assessor/assessor candidate refresher provided virtually in September 2023.
- BFI Assessor/Assessor Candidate closed Facebook page has 40 members. There were 23 posts during 2023.
- 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 2023)

	BC	AB	SK	MB	ON	QC	NB	NS	NL	PEI	NWT	Total
Lead Assessors	1 +1*	1+1*		1	2+1*	2		1				11
Assessors	3	1		1	7	26**	1	2	1			50
Assessor Candidates	1	1	1	0	2		1			1	1	
Total	6	4	1	2	12	28	2	3	1	1	1	61

* 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 the significant number of volunteer hours given each month and their contributions to support BFI in Canada.

Respectfully submitted by
 Marg La Salle and Karen Frith
 Co-Chairs, BFI Assessment Committee

BCC Provincial /Territorial BFI Implementation Committee Report

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) work to build capacity and foster dialogue and collaboration toward the continued implementation of the BFI in Canada.

Meetings

In 2023, the P/T committee merged with the BCC BFI Upscaling committee for an interim period, during which time meetings occurred monthly. Re-evaluation took place after 1 year though the use of a

survey completed by group members. Results indicated that although the merger was highly beneficial, going back to meeting every two months was favorable. A single co-chair remains to chair this group.

Activities

The P/T committee provides a forum for ongoing dialogue, knowledge exchange and strategic collaboration across Canada through various means. The P/T Committee also organizes professional development opportunities which includes sharing resources related to the implementation of the Baby-Friendly Initiative.

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 have continued into this year and are priorities for the current and future work of the BCC Board:

- National Breastfeeding Week was recognized for the first time in 2023. A working group was formed to create resources that provided the P/T committee the tools to create their own awareness campaigns and celebrate this week. [National Breastfeeding Week - Breastfeeding Committee for Canada : Breastfeeding Committee for Canada \(breastfeedingcanada.ca\)](#) this included a tool kit as well as a guest speaker series during the week. It was very well received across the country.
- BCC BFI Symposium planning has commenced and it will be offered in October 2024 during National Breastfeeding Week. A decision was made to host virtually again this year, with host site being Nova Scotia.
- WHO Code: This year WHO and UNICEF hosted the first Global Congress on the implementation of the International Code of Marketing of Breastmilk Substitutes on 20-22nd of June 2023 in Geneva, Switzerland. Three members of the BCC attended. Through this valuable experience, the Code Working Group was formed. This group aims to create a response from the BCC in situations where there are inquiries about violations of the WHO International Code of marketing of breastmilk substitutes. One of the first opportunities to start this important work began with a response to Health Canada's public consultation on a proposed modernized regulatory framework for foods for special dietary use and infant foods. A tremendous amount of work has been executed by the WHO Code Working Group in this area in a very short time frame, which includes a section on the BCC Website [The WHO Code - Breastfeeding Committee for Canada : Breastfeeding Committee for Canada \(breastfeedingcanada.ca\)](#) containing several action tools; a briefing note, a survey as well as a Code tracker tool. In addition to this, a Facebook Page entitled, "Keen on the Code" has been created as a platform to share this and other Code related information.
- The Racial Health Equity Working Group continues as a standing committee of the BCC and is now called: **Diversity Equity and Inclusion (DEI)** standing committee.

Committee members provided highlights of work to advance the implementation of BFI in their province or territory in 2023

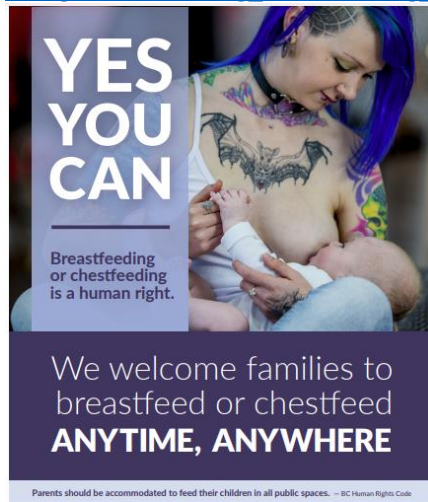
<p>British Colombia</p>	<p>Province / Territory: British Columbia</p> <ul style="list-style-type: none"> • British Columbia has developed a broader provincial maternity services strategy that includes lactation and infant feeding support. • The Provincial Infant & Young Child Feeding Committee (PIYCFC), a multidisciplinary knowledge-sharing collaborative forum guided by the BFI framework and the WHO Code, provides 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, PSBC and the Provincial Midwifery Lead, PSBC Co-Chair the PIYCFC. The Provincial Clinical Coordinator, Maternal Infant Health continues to support the process of BFI designation in health care facilities across BC. <p>Challenges:</p> <p>In British Columbia, there is a wealth of high-quality data regarding the initiation and rates of exclusive breast/chest feeding at the time of hospital discharge. However, community-level data on the timing of declines in breast/chest feeding and the overall duration of breast/chest feeding are not as reliable. This inconsistency and partial data collection hinder the effective monitoring of progress at both regional and provincial levels and pose challenges to program planning.</p> <p>Successes:</p> <ul style="list-style-type: none"> • As part of the National BFI Project, Penticton Regional Hospital & St. Paul’s Hospital have achieved BFI Designation. Penticton Health Unit is in their final stages of designation. Re-designation for BC Women’s Hospital, Chilliwack Public Health Unit and Maple Ridge Public Health unit in progress. • Perinatal Services BC (PSBC) launched their “Perinatal and Newborn Health HUB”, the one-stop portal for perinatal and newborn health information resources, education, and alerts in BC. Up-to-date, evidence-informed lactation and newborn feeding support information are available. • National Breast/Chest Feeding Week: "Enabling Breastfeeding: Making a difference for working parents" campaign focused on the impact of paid leave & workplace support required to create an enabling environment for breast/chest feeding at all levels:
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- http://www.perinataleservicesbc.ca/Documents/Resources/Breastfeeding/Lactation_Space_Infographic.pdf



- http://www.perinataleservicesbc.ca/Documents/Resources/Breastfeeding/Breastfeeding_Welcome_Decal.pdf
- http://www.perinataleservicesbc.ca/Documents/Resources/Breastfeeding/Breastfeeding_Chestfeeding_Welcome_Tip_Sheet.pdf



- http://www.perinataleservicesbc.ca/Documents/Resources/Breastfeeding/PSBC_Breastfeeding_postersX4.pdf

	<ul style="list-style-type: none"> • PSBC released the Honouring Our Babies Toolkit: included information and recommendations on how to facilitate conversations with Indigenous parents/caregiver on safer sleep options, including breast/chest feeding content as a protective factor. • PSBC released a suite of skin-to-skin contact resources for HCP and families in alignment with BFI Step 4: <ul style="list-style-type: none"> ○ Skin-to-Skin Contact: Key Messages for Health Care Providers ○ PSBC Skin-to-Skin Contact Fact Sheet (PDF) ○ PSBC Skin-to-Skin Contact Poster 1 (PDF) ○ PSBC Skin-to-Skin Contact Poster 2 (PDF) • Recognizing the importance of patient and client perspectives in the development of provincial work (e.g., prenatal education curriculum) PSBC established: Community Advisory Circle – 16 members and Indigenous Patient and Client Voices Circle – 14 members. <p>Plans for the new year:</p> <ul style="list-style-type: none"> • PSBC is developing a Provincial prenatal education curriculum to support women/individuals and their partners/supports/families across BC to achieve a healthy pregnancy, optimal birth outcome and a positive transition to parenthood. • Provincial Health Services Authority (PHSA) is leading the update for a suite of provincial parent/ caregiver health promotion resources in partnership with the Ministry of Health including: <ul style="list-style-type: none"> ○ Babies Best Chance (BBC) ○ Toddler’s First Steps (TFS) ○ Safer Sleep for My Baby ○ Child Health Passport <p>These resources ensure consistent, evidence-informed, healthy child development messaging is widely available in BC. They align with and reinforce health system efforts to promote healthy infant and child development by providing parents and caregivers with up-to-date, evidence-based information including infant and young child feeding.</p> • Develop a HealthLinkBC health file –Infant Feeding in Emergencies to support breast/chest feeding during emergencies and safeguard the health, well-being, and survival of infants. • Conduct an audit of terms used to describe and measure breast/chest feeding across Perinatal Services BC forms, data dictionaries, instructions to coders in hospitals and supplementary information to standardize data collection across BC in a gender inclusive way.
Alberta	<p>Successes: 2023 serviced as a pivotal year in our strategic planning cycle with the implementation of a new 2023-2024 plan. The ABC achieved success by recruiting 14 new members to the committee as well as establishing connections with a local physician group in St. Albert.</p>

	<p>The ABC hosted 2 successful webinars in 2023. The first was on the topic of Colostrum Collection in June 2023 and included parent stories and perspectives. The second webinar offered Who Code Basics in November 2023.</p> <p>The ABC established a unique partnership with associate professor in art/history at the University of Calgary, Tia Halliday. ABC provided one to one interview assisting in the exploration of an art-based project to benefit underserved populations with regards to breastfeeding.</p> <p>Challenges:</p> <p>The Alberta Breastfeeding Committee (ABC) has been actively working to enhance membership recruitment and retention to ensure effectiveness of our working groups in achieving the objectives outlined in our strategic plan.</p> <p>In addition, the ABC is actively working on refining its orientation process for new members to ensure they receive comprehensive training in the principles of the Baby Friendly Initiative, further enhancing our commitment to promoting and protecting breastfeeding.</p> <p>Plans for the new year:</p> <p>In addition to evaluation and refinement of strategic plan goals, the ABC will host a virtual conference in 2024. Additionally, the committee will continue its efforts in fostering strategic relations and partnerships, improving board governance, and focusing on recruitment and retention and collaboration with Alberta facilities on the BFI journey.</p>
Saskatchewan	<p>Successes:</p> <ul style="list-style-type: none"> • The development of a provincial Baby-Friendly Infant Feeding Clinical Standard and Clinical Procedure has been completed and was recently launched for all sites across the Saskatchewan Health Authority (SHA). • The newly developed, SHA Baby-Friendly Initiative Learning Module and SHA Supporting Breastfeeding/Chestfeeding Families eLearning module were launched. All SHA staff working in maternal and children’s care setting within the province were expected to complete the learning modules by January 30th, 2024. • Jim Pattison Children’s Hospital (JPCH) in Saskatoon and Regina General Hospital continue to work towards BFI certification. Currently, the JPCH has completed the pre-assessment stage of the BFI designation process. • The Provincial BFI Collaborative Committee continues to meet monthly as a platform to share current practices, data, projects and resources. Membership includes, acute care and community representatives working in maternal/child services throughout the province and Ministry of Health representation. <p>Challenges:</p> <ul style="list-style-type: none"> • Development and implementation of a standardized provincial data collection tool.

	<ul style="list-style-type: none"> • Enhancing provincial Baby-Friendly Initiative (BFI) coordination and promoting BFI as a family-centred quality improvement model (QI). • Access to International Board Certified Lactation Consultant (IBCLC) services for families within acute care facilities and in the community throughout the province. <p>Plans for the new year:</p> <ul style="list-style-type: none"> • SHA is committed to supporting breast/chestfeeding in Saskatchewan communities and is awaiting SHA final approval of the Baby-Friendly Spaces Toolkit that will assist businesses, organizations and any community setting to make their spaces safe and comfortable for families to feed in public. The toolkit that will be housed on the SHA website includes tips on creating supportive environments, posters for staff and the public, and resources to support. • The development of standardized chest/breastfeeding health teaching resources for SHA health care professionals and parent(s)/caregivers to be distributed throughout the province.
Manitoba	<p>Successes:</p> <ul style="list-style-type: none"> • Step 2 Breastfeeding Essentials course initiated provincially for both facility and community in an effort to have consistent messaging in breastfeeding education. • Hiring of 2 Lactation Consultants at Health Sciences Centre in Winnipeg for 2-year term. Data gathering has been initiated to support ongoing funding for these positions. • In conjunction with Women’s Health Provincial Clinical Team, review of Step 2 Breastfeeding Essentials course working group struck and began preliminary discussions about what information to gather from participants/students and facilitators. • Developed an inventory of existing deliverables in the province • Partnered with Dr. Nathan Nickel and Nathan Hoepfner to explore ways to make data available and recommend key practice indicators • Preliminary discussion with Shared Health Patient Engagement point-person for consultation • A central provincial on-line patient education site is in production • Reviewing request for standard early weight-loss nomograms <p>Challenges:</p> <ul style="list-style-type: none"> • Updating outdated Breastfeeding clinical practice guidelines.

	<ul style="list-style-type: none"> • Completion of 4-hour skills component related to Step 2 Breastfeeding Essentials course. <p>Plans for the new year:</p> <ul style="list-style-type: none"> • Develop a provincial infant feeding policy • Gather feedback on review of Toronto Breastfeeding Protocol for potential provincial adoption
Ontario	<p>Successes:</p> <ul style="list-style-type: none"> • 4 Hot Topic presentations during 2023 membership meetings: BFION response to PHO Q and A document about BFI designation/re-designation; Parent Empowerment Cards; BCC opportunities to celebrate NBW; Exploring impact of pandemic on infant feeding within hospitals and CHS's. • BFION executive held a 2-day strategic planning session in June, including a presentation to our new government representative, Shilpa Gambhir, who now attends BCC's PT meetings and BFION membership meetings. • In BCC's QI Collaborative Project, Phase 2, five people from Ontario were coach-mentors, including three parent partners. Six hospitals and two CHS from Ontario participated in this program. • Increased outreach to members and public through BFION social media platforms <p>Challenges:</p> <ul style="list-style-type: none"> • Significant loss of hospital and CHS interest in becoming BFI designated/re-designated; 39 BFI designated facilities in 2017 and 10 in 2023. • Impact of Public Health Ontario's (PHO) communication to all MOHs with key message- implementing the 10 Steps gives improved breastfeeding practices and outcomes and BFI designation is not important • COVID reality, stretched and weary workforce, exodus of experienced voices, and fragmented supports and services. • No new provincial government breastfeeding/BFI resource development or updates since 2021. Best Start is no longer funded. • BFION executive changes mid-term requiring temporary replacement. • Decline in BFION members attending meetings since onset of pandemic and fewer facilities prioritizing BFI implementation and designation. <p>Plans for the new year:</p> <ul style="list-style-type: none"> • Virtual Expo – ½ day; Key Note speaker and poster presentations; May & Sept. 2024 • Complete update of BFION membership webpage with goal of making it more user-friendly • Use membership survey information to inform strategic plan

	<ul style="list-style-type: none"> • BFION membership recruitment campaign: increase diversity and include parent partners.
Quebec	(no report provided)
New Brunswick	<p>Successes:</p> <ul style="list-style-type: none"> • Decanting room in some facilities • Prenatal and postnatal teaching grid • Formula Purchase Agreements signed in all facilities • BFI Community Committees created across the Province • Infant feeding policy developed in Vitalite Health Network; revision to Horizon BFI policy started • Release of <i>Every Drop Counts: A breastfeeding guide for you and your family</i> and associated <i>Companion Document for Healthcare Providers</i> • Revision of Provincial Infant Feeding Data Collection form to better comply with BFI data requirements • Participation in the Coach/Mentor Program by facilities and public health teams across the Province • Creation and launch of a virtual prenatal breastfeeding class that can be accessed across the Province • World Café held to bring Public Health staff from across N.B. together to identify gaps in community services post-pandemic and propose solutions together <p>Challenges:</p> <ul style="list-style-type: none"> • Skin to Skin after C-section • Breastfeeding support in the community • Cultural diversity - increased immigration – language barriers • Ability to bring hospital teams together to advance work plans • Human Resources/Burnout/Staff Turnover • Uncertainty over provincial committee/structure • Lack of funding for new resource development and programs <p>Plans for the new year:</p> <ul style="list-style-type: none"> • Improve breastfeeding support in the community • Educational Materials for families (fact sheets) • Retention and Recruitment of Lactation Consultants in hospitals and public health • Completion of revised Horizon Baby Friendly Initiative policy and associated orientation • Redesign of Women & Children’s Health public-facing webpage

	<ul style="list-style-type: none"> • Collaboration with Community Partners to create strategic partnership vision • Standardized policy and procedure for cleaning/sanitizing breast pump kits • New Perinatal and Newborn Services facility to open in Moncton.
Nova Scotia	<p>Successes:</p> <ul style="list-style-type: none"> • Four facilities have now achieved BFI Designation – IWK Health Centre (2018), Aberdeen Hospital (2020), Colchester East Hants Health Centre (2022), and South Shore Regional Hospital (2024). • Cape Breton Regional Hospital has had their Pre-Assessment Visit. • Public Health Early Years teams as well as Cape Breton Regional Hospital and IWK Health Center engaged in Coach/Mentor Program. • Provincial BFI Working Group reestablished in 2023. • Developed a video of skin-to-skin practice in the operating room in collaboration with care providers from the IWK and the Reproductive Care Program of NS. The goal of the video is to promote and support skin-to-skin contact (SSC) practices. The video provides a step-by-step guide to safely facilitate SSC in the operating room during a cesarean birth. Our hope is this video will be helpful to care providers as they promote SSC practices in the operating room at birthing facilities in NS. Here’s the link: https://www.youtube.com/watch?v=ULclYsTW96A <p>Challenges:</p> <ul style="list-style-type: none"> • No provincial BFI Lead <p>Plans for the new year:</p> <ul style="list-style-type: none"> • IWK focused on work related to their BFI redesignation. Activities such as: <ul style="list-style-type: none"> ○ Conducting mock tracers. ○ Using the health centre intranet to provide education and highlight the specific steps of BFI. ○ Conducting chart audits ○ Unit based education (e, g; jeopardy game) • Collaboration across the province on providing in-person and virtual breastfeeding education for staff. • Development of an online library guide to provide educational resources related to pregnancy and newborn care to support families.
Prince Edward Island	<p>Successes: <u>Health PEI:</u></p>

	<ul style="list-style-type: none"> ● Engagement of Health and Government Leadership on Breast/Chest feeding; Two programs submitted management plans to increase Lactation Consultant resources. ● Restart of an acute care BFI committee ● Engagement of staff to attend an upcoming BFI QI workshop in Winnipeg. <p><u>PEI Breastfeeding Coalition:</u></p> <ul style="list-style-type: none"> ● Partial revision of our Strategic Plan ● Securing grant funding for a project on breast/chest feeding and gender diversity ● Having the services of 3 nursing students to develop materials for this project ● Recruitment of a member from the new PEI Midwifery Program <p>Challenges:</p> <p><u>Health PEI:</u></p> <ul style="list-style-type: none"> ● Competing demands of healthcare staff involved with several perinatal health initiatives. This is a current barrier to our provincial BFI efforts. <p><u>PEI Breastfeeding Coalition:</u></p> <ul style="list-style-type: none"> ● Recruiting and maintaining members ● Keeping members engaged without in person meetings ● Lack of funding ● Operating with volunteers many of whom are working off the side of their desks <p>Plans for the new year:</p> <p><u>Health PEI:</u></p> <ul style="list-style-type: none"> ● One acute care hospital will be applying for BFI accreditation. Resources developed will be used by other Health PEI programs in the future. ● The Infant Feeding Policy will be updated to meet best practices (pending approval). <p><u>PEI Breastfeeding Coalition:</u></p> <ul style="list-style-type: none"> ● Hire staff to implement the activities in the breastfeeding and gender diversity grant ● Complete work on a document “Guidelines for infant feeding in Emergency” ● Completing revision of the Strategic Plan ● Member engagement and recruitment
Newfoundland and Labrador	<p>Successes:</p> <ul style="list-style-type: none"> ● Continued support of the Government of NL and acknowledgement of the role of BFI implementation in improving health outcomes in NL, through the NL Health Accord.

	<ul style="list-style-type: none"> • Amalgamation to one provincial Health Authority (NL Health Services) will support consistent commitment to and implementation of BFI throughout the province. • Three facilities in our province have benefited from involvement in the BCC’s Coach Mentorship program. • The Health Sciences Centre (HSC), St. John’s; the largest birthing facility in NL, has completed their pre-assessment visit. • WHO Code Walkabout Checklists are being used in facilities throughout the province to support staff education on Code compliance. • Facilities have taken significant steps to create “milk rooms”, which enables decanting of infant formula as well as preparation of human donor milk. • Initial work is being carried out in some birthing facilities to support antenatal colostrum collection. • During National Breastfeeding Week, BFCNL created social media assets built on the WABA theme around Employers supporting breastfeeding. • Other social media campaigns support families who are breastfeeding as well as work to shift cultural norms related to infant feeding. • New Crib Cards are being used in all birthing facilities. These cards are gender inclusive and contain supportive information for all families. • The Breastfeeding Research Working Group are leading a number of studies related to infant feeding and breastfeeding in NL. Data from these studies support policy, program, and resource development in NL. <p>Challenges:</p> <ul style="list-style-type: none"> • Limited capacity/human resources to lead and implement ongoing Baby-Friendly Council of NL (BFCNL) projects. • Progress in the journey to BFI implementation is variable in facilities throughout the province. • The BFCNL Website, in addition to several other resources from the Council, require updating/revision. • Consistent collection of breastfeeding data that is in line with BFI guidance. • Barriers related to the infant feeding culture in NL. • Disproportionate impact of the formula marketing industry in NL. <p>Plans for the New Year:</p> <ul style="list-style-type: none"> • Focus on web-based resource revitalization. • Staff educational opportunities to improve clinical practice. • Refresh of the Provincial BFI quarterly newsletter. • Focus on resources to create supportive environments for families who are breastfeeding. • Social media efforts to shift societal norms in the province. • Support for improved linkages between hospital and community supports to enhance prenatal breastfeeding education and postnatal supports with the goal of raising breastfeeding duration rates.
Nunavut	(No report provided)

<p>North West Territories</p>	<p>Successes:</p> <ul style="list-style-type: none"> • A new e-learning infant feeding education platform is almost finalized. It is based on the BFI 10 Steps. It was developed from a lens of cultural safety and anti-racism and includes inclusive imagery, photos and videos. It is comprised of 10 modules and five facilitated sessions hosted on an online platform. <ul style="list-style-type: none"> ○ This training will be used to provide infant feeding education to health-care providers (HCPs) and others who work in perinatal health care with the information and skills needed to support new parents and caregivers to make informed decisions about breast/chestfeeding and help them meet their infant feeding goals. ○ The first cohort training is expected to be piloted by 2024 Spring. <p>Challenges:</p> <ul style="list-style-type: none"> • Staffing challenges led to decreased ability to engage in quality improvement activities related to BFI in our birthing facilities (Yellowknife, Fort Smith, Inuvik, and Hay River). • Yellowknife continues to have high rates of non-medically indicated formula feeding but has not had capacity to review reasons behind these high rates to create PDSA cycles to test possible interventions to improve the rates. <p>Plans for the new year:</p> <ul style="list-style-type: none"> • Support Inuvik Regional Hospital with their re-designation. • Review the opportunity for Fort Smith to consider applying for BFI designation. • Focus on implementing BFI practices into all birthing facilities. • Have the BFI Promise to Families posted in all birthing facilities. • Conduct periodic training and reviews on PDSA with birthing centers staff. • Seek opportunity to continue participation in the Coach-Mentor program of the BCC if the program is extended.
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Prepared by Heather Gates, Co-chair of PT Committee for BCC

Annual Website Report

Challenges: The biggest challenge consists of capturing insights and web traffic due to financial limitations. The BCC is unable to pull reports and has to manually capture the data and this does not allow us to do a month-to-month and year over year comparison. Ensuring all documents are posted to the website in both English and French simultaneously also poses a challenge, and more effort will be made to ensure this is common practice in 2024 and years to come.

Successes: The BCC website has seen many successes in 2023 due to in part to the increased social media presence which has increased traffic to our site.

Activities and highlights for 2023 include:

- Maintain updates to the website in both official languages*
- Posting of Annual report to the website
- Regularly updating the content, specifically the News, Membership and Resources sections
- Working with the Multimedia Coordinator for translation of posts and messages to social media (special days, events, work of the BCC, etc.)
- Reviewing translated documents for linguistic content accuracy prior to updating the website
- Overview of website activity

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 site have been referred the most in 2023: courses.step2education.com, with the other varying on a monthly basis.

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

Plans for the new year: Plans for the new year include building a data collection tool which will allow the BCC to better understand the data captured from the website insights. This will allow the BCC to work closely with the Multimedia Coordinator to find creative ways to increase traffic flow to the website (i.e. increased social media presence).

Prepared by Angie Manners, Website Liaison