
BCC MEMBERSHIP NEWSLETTER

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Breastfeeding
Committee
for Canada



Comité
canadien pour
l'allaitement

BCC Board of Directors

Welcome to the Spring Newsletter. We hope that wherever you live you are seeing evidence that spring is on its way. The daffodils are out on the West Coast and crocuses are beginning to push their heads up on the East Coast, so winter is receding!

We have mentioned in previous newsletters that BCC is currently redeveloping its website. In addition to its look and ease of navigation, we are also reviewing the content and resources, ensuring they are relevant and current and therefore helpful in your work.

One of the website pages undergoing review is the Members' section. We would greatly appreciate your input. Please take a few minutes to complete our short survey [here](#). Your responses will help guide the development of the Members' section and ensure that it meets your needs.

Thanking you in advance.
Sally Loring and Janine McClure, Co-Chairs

WHO Sets New Global Breastfeeding Target for 2030

The [World Health Organization \(WHO\)](#) recommends infants be exclusively breastfed for the first 6 months of life, meaning only breast milk (with exceptions for medicines/vitamins), then continuing with nutritious complementary foods for up to 2 years or beyond, and has set a global goal to **increase** this rate to **60% by 2030**, up from the prior 50% target for 2025. This initiative, part of the [Global Nutrition Targets 2030](#), aims to reduce child mortality and improve health outcomes through optimal nutrition.



Contact Information



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P/T Committee

The Provincial-Territorial Committee is committed to providing a forum for connection, shared learning, and coordination across jurisdictions as it pertains to BFI implementation. This committee creates opportunities to strengthen partnerships between provinces and territories.

The BCC National BFI Symposium is being planned for the first week of October 2026. This will be a virtual event. Please follow the BCC website and social media channels for updates, including the call for abstracts and save-the-date announcement.

The World Alliance for Breastfeeding Action (WABA) has released this year's theme for World Breastfeeding Week. In Canada, following the same theme, we celebrate National Breastfeeding Week in October. This year's theme is "Breastfeeding for a Sustainable Start in Life: Strengthen What Works". More details to come on our website.

Heather Gates and Jennifer Swan
Co-Chairs

Assessment Committee

The Assessment Committee members have had a very busy March! We were fortunate to receive some funding through the BCC Board and PHAC to plan an in-person retreat. The BFI Assessment Committee members are working together to improve the implementation of BFI in Canada through the improved processes identified through the original collaborative project. The objectives for the meeting were:

- Network face-to-face for improved communication on assessment process and relationships
- Celebrate the enhanced BFI implementation process and tools
- Explore future directions as a Committee

The meeting occurred in late March and we have 3 key result areas: Internal Roles and Responsibilities, Knowledge Translation to Facilities, and the Mentor Handbook update to support the new processes to improve BFI in Canada.

Pam O'Sullivan and Rebecca Serroul
Co-Chairs

DEI Committee

The BCC DEI Committee is looking to expand our membership and inviting members to apply to join! We're looking for inclusive and diverse representation from Canadian provinces and territories. Applicants should be able to contribute knowledge, skills, and passion about DEI in the context of maternal and infant health. Applications are open until positions are filled and will be reviewed and considered by the BCC DEI Committee.

Complete the application form [here](#). For more information, visit our [DEI webpage](#) and read the committee's [terms of reference](#) and the [BCC anti-racism position statement](#), or contact the co-chairs at dei@breastfeedingcanada.ca.

Haileigh Robb and Kessewa Heaton, Co-Chairs

Contact Information



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CBFI-C

We're excited to share continued progress across the Community Baby-Friendly Initiative Collaborative (CBFI-C) this spring. Teams are advancing their quality improvement (QI) work and strengthening data-informed practice through chart audits and the collection of prenatal and postnatal surveys.

On April 1, we hosted our second Learning Session, where teams shared data, highlighted QI initiatives, and learned from one another in a collaborative environment.

Since our last newsletter, we also held a Parent Partner session, which led to rich discussion and the development of a *Parent Partner Tip Sheet* to be featured on BCC's refreshed website. Two Leadership Track sessions further supported sustainability, offering perspectives on change management and maintaining BFI as an organizational priority in the face of competing demands.

Momentum continues to build, and the BFI mentors and I are thrilled to support the impactful work underway.

Emma Seager, Project Director



Word Cloud of CBFI-C AIM Statements

Thank you for being a valued member of the BCC! Please reach out if you're interested in joining a committee or taking a more active role, we'd love to have your voice and energy at the table. Stay tuned for our upcoming summer newsletter!

Have something you'd like to see included in the newsletter? Let us know [here](#).

Contact Information



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BCC Website



<https://breastfeedingcanada.ca/en/>



Join the conversation!

