
BCC MEMBERSHIP NEWSLETTER

EDITION: JANUARY 2026

Breastfeeding
Committee
for Canada



Comité
canadien pour
l'allaitement

BCC Board of Directors

On behalf of BCC Board of Directors we would like to wish you a very Happy New Year. We hope that 2026 is a healthy and happy year for you and your family. 2026 should be an exciting year for BCC too as we continue to work on ways to make the Committee more efficient, effective, meaningful and helpful to you as a BCC member.

We have already mentioned to you that we have been operationalizing our Strategic Plan; six working groups have been developed and have begun to meet to enable us to progress with this. One group is reviewing the BCC website which we know needs to be more intuitive and user friendly so you can easily find the information you are looking for. Please do contact us if there is anything you would like the website to include.

Thank you for your ongoing support of the BCC.
Sally Loring and Janine McClure, Co-Chairs

WBTi

The first ever **World Breastfeeding Trends Initiative Canada** (WBTi) report is underway! A multi-disciplinary core team has been formed, and we are in the early stages of identifying partners and assessing national progress across the 15 WBTi indicators. Contact the core team at wbticanada@gmail.com to learn more about the WBTi project and how to get involved.



Contact Information



bccboard@breastfeedingcanada.ca

P/T Committee

The Provincial – Territorial BFI standing committee continues to meet on a bi-monthly basis and remains committed to providing a forum for connection, shared learning, and coordination across jurisdictions as it pertains to BFI implementation.

A current priority of the group is developing an updated Terms of Reference to ensure the groups mandate, role and ways of working remain clear, relevant and responsive to current BFI priorities.

The group has engaged in early discussions regarding the future hosting model for the bi-annual BFI Symposium. Considerations are focused on options that support accessibility, sustainability and a member-led approach. We have developed a survey to help guide this conversation, please consider completing by clicking [here](#).

Your contribution to these conversations will help lay important groundwork for future planning.

Heather Gates and Jennifer Swan
Co-Chairs

Assessment Committee

The Assessment Committee extends congratulations to two facilities:

- **BC Women's Hospital** on successful redesignation as a Baby-Friendly Hospital – the longest designated facility in Canada outside of Quebec. This facility primarily serves families living in the lower mainland of Vancouver as well as families experiencing high-risk pregnancies across the province of BC that require tertiary care services.
- **Chatham Kent Public Health** on successful redesignation as a Baby-Friendly facility – one of the longest designated community health facilities in Canada outside of Quebec. Chatham-Kent Public Health - located in southwestern Ontario serving an area of 2,458 km², is the 9th largest municipality in Canada.

In 2026, we look forward to: collaborating with a growing number of facilities engaging the Baby-Friendly Initiative and an in-person gathering of the committee.

Kathy O'Grady and Rebecca Serroul
Co-Chairs

DEI Committee

The committee has been continuing our work to advance DEI across the BCC. In November, the DEI committee sent out a survey to BCC standing committees and Board members to review the Anti-Racism Position Statement. Feedback is being reviewed by the committee to make recommendations for this round of revisions to the statement. We will be looking to recruit more members in 2026. Stay tuned for more updates!

Haileigh Robb and Kessewa Heaton, Co-Chairs

Contact Information



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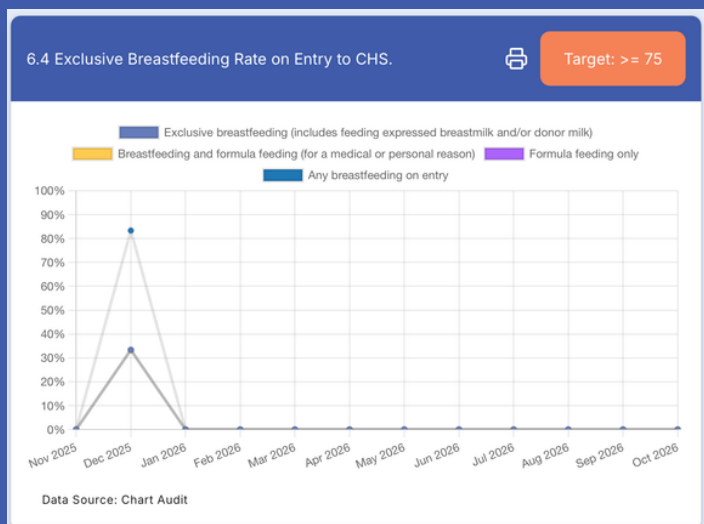
CBFI-C

We're pleased to share continued momentum in the Community Baby-Friendly Initiative Collaborative (CBFI-C) as we move into the new year. Since our last update, most participating community health services have completed the BFI Self-Assessment Tool, establishing a clear baseline and helping teams shape focused, achievable BFI workplans.

Facilities are now beginning to enter data into the BCC's newly developed **BFI Platform**, including prenatal and postnatal surveys and chart audits (see below for some screenshots with mock data). This marks an important step in strengthening data-informed quality improvement across the collaborative.

We've also hosted our first two webinars, where four participating teams shared about a recent PDSA cycle, including their data, local context, and lessons learned along the way. These sessions sparked rich discussion and cross-site learning.

Looking ahead, we're excited to have launch our first Leadership Track session this month, supporting leaders in creating the conditions needed for sustainable BFI practice. Stay tuned for more updates as the CBFI-C continues!



Emma Seager, Project Director

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 spring newsletter!

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

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BCC Website

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



Join the conversation!

