
BCC MEMBERSHIP NEWSLETTER

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Breastfeeding
Committee
for Canada



Comité
canadien pour
l'allaitement

BCC Board of Directors

Welcome to the first ever Breastfeeding Committee for Canada (BCC) membership newsletter! This newsletter will come to you quarterly throughout the year to keep you up to date on all things BCC.

As Board of Directors we highly value the input of all individual members of the BCC. We are fortunate to be a not-for-profit organization with skilled and knowledgeable people coming together to support breast and chest feeding through Baby-Friendly Initiative implementation across Canada. The Board of Directors has clarified the why and values for BCC and are now refreshing the strategic plan which we will share with you via the BCC website.

We want to clearly share the importance of the work we do as an organization. The website will be streamlined so you can find what you need efficiently. Tell us how we can work with you to ensure optimal health outcomes for the families around you.



Celebrating National Breastfeeding Week 2025

Over 500 participants came together across three inspiring sessions (Oct 1, 3 & 7) to explore this year's NBW theme "Prioritising Breastfeeding: Create sustainable support systems". Speakers shared insights on creating villages of support, building systems that support breastfeeding, and addressing environmental impacts. A huge thank you to our amazing NBW working group for making it all possible! Explore the toolkit and catch the recordings here:

[NBW Toolkit](#) / [Watch Sessions](#)

Contact Information



bccboard@breastfeedingcanada.ca

PT Committee

The Provincial-Territorial (PT) Baby-Friendly Initiative (BFI) Standing Committee connects BFI representatives from across Canada to share experiences, resources, address challenges, and celebrate progress in implementing the BFI. Through collaboration and shared learning, the committee works to strengthen breastfeeding and human milk feeding practices nationwide.

Recognizing the value of strong provincial and territorial engagement, the committee continues to encourage active participation from health ministry representatives to help inform and align BFI implementation efforts across jurisdictions.

Planning is already underway for the next National BFI Symposium in 2026—members interested in contributing are invited to connect with the co-chairs. We would love for you to get involved. Please watch for a survey coming your way soon with more details!

Assessment Committee

The Assessment Committee members are working diligently to implement the Quality Improvement Recognition process, support facilities through external assessment using the electronic Interview tools and adapt to a completely different collaborative, virtual assessment process. It is a learning curve for the team and for the facilities, however feedback has been extremely positive and encouraging as we continue to refine the process together.

An infusion of positive energy and fresh perspective has enriched and strengthened the team as we welcome the BFI Coach Mentors that guided facilities through the Collaborative Project. We are all BFI Mentors having had the same orientation and training to the new system and tools and we feel ready to embrace the future with a revitalized BFI and a dedicated team.

DEI Committee

The BCC DEI Committee is beginning a new cycle of work focused on advancing equity, anti-racism, and inclusion in perinatal and infant health. Our early efforts include exploring how we can apply a DEI lens to BFI tools and guidelines, reviewing BCC policies, and opportunities for culturally safe learning. The committee will be updating the BCC Anti-Racism Position Statement that is to be reviewed every two years. We are also developing guidance for Land and Territory acknowledgments at the BCC and opportunities to enhance our multi-media presence. This is foundational work, grounded in reflection, listening, and collaboration. Members and partners interested in contributing their experiences, perspectives, or ideas are warmly invited to contact the DEI Committee at dei@breastfeedingcanada.ca to learn more or get involved.

Contact Information



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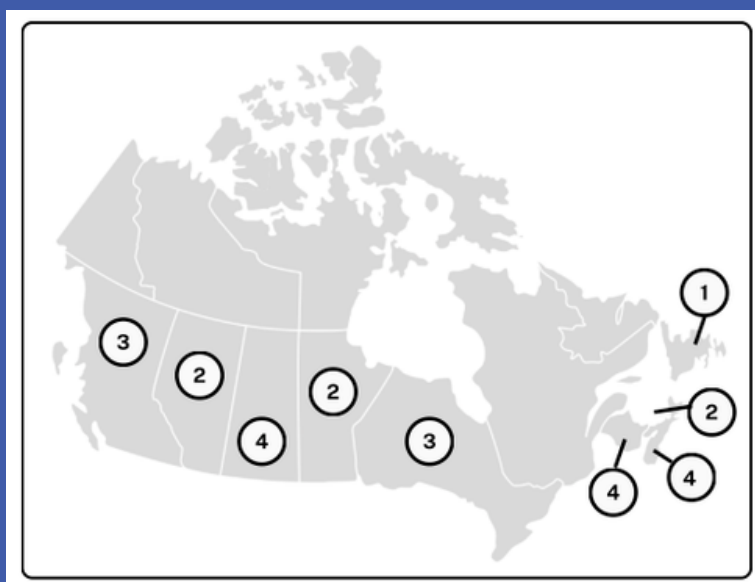
dei@breastfeedingcanada.ca

Announcing the official launch of the CBFI-C!

We're excited to share that the Community Baby-Friendly Initiative Collaborative (CBFI-C) is now underway! This two-year, national quality improvement project – led in collaboration with the University of Manitoba and funded by the Canadian Institutes of Health Research (CIHR) – supports 25 community health services (CHS) across Canada in working toward Baby-Friendly Initiative (BFI) designation.

We're proud to have four experienced BFI Mentors (Janine McClure, Margaret Sherratt, Aprill Costello, and Sarah Frittenburg) guiding teams through this journey. Our first Learning Session took place in mid-October, and participating teams are now actively planning quality improvement initiatives to implement BFI in their communities.

It's inspiring to see facilities from coast to coast coming together for this important work. Check out the map below to see how many CHS per province are participating in this exciting initiative and stay tuned for more updates as the collaborative progresses!



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 winter 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!

