
BCC MEMBERSHIP NEWSLETTER

EDITION: JUNE 2026

Breastfeeding
Committee
for Canada



Comité
canadien pour
l'allaitement

BCC Board of Directors

Welcome to the Summer Newsletter. Let's hope we have some lovely warm weather for the next few months and we are able to get out and enjoy this beautiful country.

Thank you to everyone who responded to the survey in the Spring Newsletter, we appreciate the time you took to provide us with your feedback. We hear loud and clear from you that you would like BCC to provide you with more value for your membership; we are working to ensure that. As a starter, hopefully by now you will have seen BCC's [new website](#), which was launched on June 23rd. It is fresh, bright and easier to navigate around. It also unveiled new resources, evidence and tools to help make Baby-Friendly care a reality.

Also, be sure to check out the section below regarding the BFI Symposium which will be held during the first week of October.

Sally Loring and Janine McClure, Co-Chairs

Explore Our New Website!

We are excited to launch our new website, a hub for BFI resources, evidence, tools, and advocacy materials. Designed to support healthcare organizations, leaders, and families, the site highlights opportunities to expand BFI care across Canada. Be sure to explore the new interactive map showcasing BFI-recognized and designated facilities nationwide!

Click [here](#) to visit the new website and start exploring!

Contact Information



bccboard@breastfeedingcanada.ca



P/T Committee

On behalf of the BCC BFI Planning Committee, submissions are officially open for the BCC's BFI National Virtual Symposium 2026, held October 1-7! Aligned with National Breastfeeding Week, this year's theme is Breastfeeding for a Sustainable Start in Life: Strengthening What Works. Every voice in the circle of care matters. Whether your work is data-driven or heart-led, we want to hear your story! We warmly welcome community leaders, frontline public health teams, and clinical experts to apply.

Apply by July 3, 2026, click [here](#).

Celebrate National Breastfeeding Week (Oct. 1-7) by creating a fun, interactive activity for our NBW Contest!

Share your original, low-cost idea aligned with the 2026 theme: "Strengthen what works." Entries must follow WHO Code guidelines. Open to all Canadians!

For more details, visit our [website](#).

Heather Gates and Jennifer Swan
Co-Chairs

BFI Assessment Committee

The BFI Assessment Committee has undergone a transition in the spring, most notably through the expansion of its membership to include all BCC BFI Mentors (previously known as Assessors). The expanded membership enhances the opportunities for sharing BFI knowledge and best practice for maternal-child care in Canada. 19 facilities are BFI designated, with a further 17 facilities pursuing designation or re-designation. This collaborative committee of BFI Mentors facilitates the sharing and learning of ideas and strategies for facilities to be successful.

To learn more about how to engage your facility in best practice, go to the BCC website to check out the [Recognition Program](#). Your facility can be recognized for achieving each of the WHO Ten Steps to Successful Breastfeeding through the Recognition Program with the support of a BCC BFI Mentor.

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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Community Baby-Friendly Initiative Collaborative (CBFI-C)

Since our last newsletter, the CBFI-C project has continued to gain momentum through collaboration, shared learning, and quality improvement activities across participating teams. Our monthly webinars remain a valuable forum for teams to connect, celebrate successes, and learn from one another's experiences. We were also fortunate to feature two outstanding facility-led Leadership Track presentations, where organizational leaders highlighted the critical role of leadership support, strategic vision, and organizational commitment in advancing BFI implementation.

Data managers have continued to come together through our monthly Data Manager Sessions, sharing practical approaches and lessons learned. Recent discussions have been particularly rich, with teams exchanging innovative strategies to improve survey response rates and strengthen data collection efforts. We also hosted two PDSA 'Office Hours' sessions, which reinforced the value of starting with small, manageable tests of change and using the "study" phase to generate meaningful learning that can guide future improvement efforts.

On the evaluation front, the research team recently completed three interim focus groups to better understand participant experiences and project progress. They are also reviewing webinar content, exploring barriers and facilitators to BFI implementation, and continuing their analysis of aggregate chart audit and survey data.

Perhaps most exciting is seeing how teams are using data to drive meaningful change. Several teams have reported that client survey findings confirmed concerns about gaps in prenatal education and are now using this evidence to inform future initiatives. We have also been encouraged by strong survey participation across larger communities, ensuring that the voices and experiences of families are being heard and helping to shape ongoing quality improvement efforts.

As the project progresses, we continue to be inspired by the dedication, creativity, and commitment of participating teams across the country.

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 fall 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!

