

**Annual General Meeting**  
**Breastfeeding Committee for Canada**  
**April 20th, 2017**



The National Authority for the Baby-Friendly Initiative  
L'Organisme national responsable de l'Initiative des amis des bébés

[www.breastfeedingcanada.ca](http://www.breastfeedingcanada.ca)

**Our Vision:**

*Breastfeeding is the cultural norm for infant feeding in Canada.*

**Our Mission:**

*To protect, promote and support breastfeeding in Canada as the normal method of infant feeding.*

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

Co-Chair	Tina Swinamer <a href="mailto:Tina.swinamer@nshealth.ca">Tina.swinamer@nshealth.ca</a>
Membership Secretary	Linda Romphf <a href="mailto:lbromphf@shaw.ca">lbromphf@shaw.ca</a>
Treasurer	Dianne Nikiforuk <a href="mailto:ronaldrnikiforuk@mac.com">ronaldrnikiforuk@mac.com</a>
BFI Assessment Committee Co-Chairs:	Michelle LeDrew <a href="mailto:michelle.ledrew1@gmail.com">michelle.ledrew1@gmail.com</a>  Lea Geiger <a href="mailto:Lea.Geiger@phsa.ca">Lea.Geiger@phsa.ca</a>
P/T BFI Implementation Co-Chair	Janet Walker <a href="mailto:jwalker@phsa.ca">jwalker@phsa.ca</a>
BCC Representative to the Canadian Paediatric Society's Nutrition and Gastroenterology Committee	Laura Haiek <a href="mailto:lauranhaiek@gmail.com">lauranhaiek@gmail.com</a>
Secretary	Susie Wood <a href="mailto:Susie.wood@bellaliant.net">Susie.wood@bellaliant.net</a>
Directors at Large	Shannon Anderson <a href="mailto:sdanderson0612@gmail.com">sdanderson0612@gmail.com</a>  Maxine Scringer-Wilkes <a href="mailto:maxineswilkes@icloud.com">maxineswilkes@icloud.com</a>  Barbara Selwood <a href="mailto:barb.selwood@gmail.com">barb.selwood@gmail.com</a>  Eileen Chuey <a href="mailto:ejchuey@gmail.com">ejchuey@gmail.com</a>

# **Breastfeeding Committee for Canada Reports for 2016 (January 1-December 31):**

## **Annual General Meeting**

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### **BCC Board of Directors Co-Chairs 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.

#### **Membership of the BCC**

Membership is open to Canadians interested in voluntarily furthering the objectives of the BCC, who is 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.

Membership fees (\$30) are due annually by the end of March. Automated reminders and on-line payment of membership fees are managed through the website. These fees support BCC expenses such as teleconference meetings of the BCC Board and Committees, participation of the BCC representative to the Canadian Pediatric Society (CPS) Nutrition and Gastroenterology Committee, and participation of the BCC delegates to the WHO sponsored Coordinators for the BFHI in Industrialized Countries meetings.

Membership forms are available at <http://www.breastfeedingcanada.ca>

#### **Financial Responsibility**

In 2016 Dianne Nikiforuk oversaw the treasury under the guidance of Feddema and Company, Chartered Accountants, Alberta.

**Board of Directors:**

Janet Murphy-Goodridge (Jan – April 2016) and Tina Swinamer, Board of Directors Co-chairs  
Janet Walker, P/T BFI Implementation Standing Committee Co-chair  
Lea Geiger and Michelle LeDrew, BFI Assessment Standing Committee Co-Chairs  
Dianne Nikiforuk, Treasurer  
Linda Romphf, Memberships and Website Liaison  
Susie Wood, Recording Secretary  
Eileen Chuey, Director at Large  
Shannon Anderson, Director at Large  
Barbara Selwood, Director at Large  
Maxine Scringer Wilkes, Director at Large

**BCC Representatives to Health Canada Expert Working Groups:**

Laura Haiek, Canadian Paediatric Society Nutrition and Gastroenterology Committee Representative

Michelle LeDrew, Representative to Oversight Committee for the revisions to the Family-Centred Maternity and Newborn Care (FCMNC) National Guidelines. (PHAC)

**Activities:**

During the Year 2016 there were:

10 BCC Board meetings (Jan 21, Feb 18, March 17, Apr 14 and April 20 (AGM), May 19, June 16, July – no meeting, Aug – no meeting, Sept 15, Oct 20, Nov 17, Dec – no meeting)  
Board co-chairs met in between Board meetings to respond to issues and plan for upcoming meetings and activities.

Countless hours of donated time by members have supported the work of the Board, Standing Committees and ad hoc groups. Board and Assessment Committee members tracked volunteer hours for a one month period in 2016 and found of those members, each contributed between 3-90 hours in that month, with the majority of members contributing 10-20 hours. With more members volunteering time, this is likely an underrepresentation of volunteer hours, but does provide a sample of the countless hours committee members contribute to the success of the BCC and BCC initiatives.

The BCC Board collaborated with the BFI Provincial/Territory BFI Implementation and BFI Assessment Standing Committees to continue to work for a sustainable, inclusive system for the implementation and assessment of the BFI. Many members of the Board are also involved in either the P/T Committee or BFI Assessment Committee work, and often both, creating close collaboration and consultation around all the work BCC activities.

On behalf of the BCC, Kathy Venter hosted a national webinar with CHNET-Works in March 2016. The title of the presentation was BFI 101 and was delivered to health care professionals, from across the country. The webinar was well received, with positive evaluations. This webinar was facilitated through the Public Health Agency of Canada (PHAC). Thank you to PHAC for the opportunity.

The WHO BFHI Congress was held October 24-27, 2016 and celebrated the 25th anniversary of the BFHI. This meeting was open to all countries working on the BFHI and was held in the Geneva WHO headquarters. The Global Summit is an important forum for the discussion of standards, liaison and sharing between different countries, and between member countries and WHO and UNICEF. Dr. Louise Dumas has participated in the planning of the international meetings. Canada continues to rigorously uphold the BFHI standards. The BCC was able to support Louise Dumas and Michelle LeDrew to attend the Congress.

The Board reviewed the BCC Bylaws in consultation with voting members and a legal expert, with bylaws being updated and approved at the April 28, 2016 AGM.

In 2015, the Board and PT members provided input on the Canadian Pediatric Society's report card on policies to protect children and youth. The report was released in 2016 and for the first time, *Are we doing enough?: A Status Report on Canadian public policy and child and youth health* included breastfeeding and BFI in their public policy assessment of provinces and territories. The report can be accessed through the CPS website.

In 2016, we were successful in receiving funding from the Public Health Agency of Canada (PHAC) to support the development of two reports: The 2016 WHO BFHI Congress report and to initiate the update of the BFI in Canada Status Report. The BFI in Canada Status Report will be completed and released in 2017. Thank you to Louise Dumas and Michelle LeDrew for your contributions on the WHO BFHI Congress Report and to Louise Dumas and Kathy Venter for your contributions on the BFI in Canada Status Report.

In August 2016, Prime Minister Trudeau recognized World Breastfeeding Week by posting a photo of Sophie Grégoire-Trudeau breastfeeding their youngest son on Twitter. The Board sent a letter to the Prime Minister, thanking him for his support, highlighting the BCC and BFI in Canada and the importance of sustained funding for the BCC.

A working group was established in 2016 to begin planning for the bi-annual national BFI Symposium. The Symposium will be held Sept 21<sup>st</sup> and 22<sup>nd</sup>, 2017 in Moncton NB.

Members of the Board and Assessment Committee participated in a working group to work through the LEAN improvement process with a goal to identify potential efficiencies in the assessment process. Dawn Ridd facilitated the process. As part of these discussions, we reviewed current assessment process and identified the need to test potential improvements with a future assessment. Once a facility is identified, the working group will meet again to discuss next steps.

The BFI Assessment Committee continues the business of supporting the BFI process in provinces and territories, organizing assessments, mentoring assessor candidates and reviewing, revising and updating the assessment documents. See BFI Assessment Committee Report for more details.

An administrative assistant was hired in June 2016 to support the Assessment Committee and assessment processes. This position is for 15 hours per month and for a one year term.

Strategies to address long term financial sustainability are being discussed by the Board and the BCC P/T and Assessment Committees.

BCC Website: Tom Cahill continues to provide website support for the BCC. See Web usage report.

In 2015, the Board and Standing Committees developed a logic model to focus and direct the work of the Board and Committees and ensure activities supported the goals of the BCC. The logic model spans 2015-2017 and the Board reviewed the logic model every two months to ensure activities were on track for completion, or adjusted when necessary.

Acknowledgements: The BCC would like to acknowledge the retirement of Dianne Nikiforuk after years of service as BCC Treasurer. Dianne finished her term as treasurer in December 2016. We would also like to thank Shannon Anderson for volunteering to be the new BCC Treasurer. Thank you to both Dianne and Shannon for working together for a smooth transition.

We also welcomed Shannon Anderson, Barbara Selwood and Maxine Scringer-Wilkes to the Board as Directors at Large during our April 2016 AGM.

The Board would also like to thank Janet Murphy Goodridge for her dedication and enthusiasm with the BCC over many years. She has provided significant leadership not only in her home province of NL, but also as co-chair of the PT Committee and co-chair of the Board.

The BCC recognizes the increasing commitment to the BFI throughout the country. The support shown for the work is evident from the growing number of requests for information from individuals and facilities across the country. Special thanks to members of the BCC Board for the exemplary work done over the past year.

Tina Swinamer  
BCC Co-Chair

## **BCC BFI Assessment Committee Annual Report**

The primary role of the BFI Assessment Committee is overseeing the assessment of hospital and community facilities in partnership with the Provincial/Territorial Committee, and developing and refining the standards and tools necessary for the assessment process. 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:

Michelle LeDrew (Co-Chair), Lea Geiger (Co-Chair), Louise Dumas, Marina Green, Marg LaSalle, Kathy Venter, Marianne Brophy, Donna Brown, Maria Mackay, Grace Machado, Odile Lapointe, Eileen Chuey and Pam O'Sullivan.

The BCC and the BFI Assessment Committee would like to acknowledge the long service, commitment and support from Marianne Brophy who has retired from the BCC BFI Assessment Committee. Marianne will continue to do some project work and will be active as a BFI Lead Assessor. Marianne started with the BFI Assessment Committee in 1998 and in 2002 she joined the BCC Board as Assessment Committee Chair until 2014, during that time she also served 5 years as co-chair of the BCC Board. Her leadership and countless volunteer hours over the past decades have contributed significantly to building the BFI in Canada. Thank you Marianne for all that you have done to impact the lives of women and families across Canada. We'd also like to thank Grace Machado for her contribution to the BFI assessment committee over the past year and wish her well as she pursues other interests.

The BFI Assessment Committee held ten regular meetings in 2016 with additional ad hoc meetings to complete revision of the BFI Integrated 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services.

### **Assessment Committee key actions January 2016-December 2016:**

- National support to the BCC Board on matters relevant to BFI Assessment:
  - Co-chairs regularly attend BCC Board meetings and provide monthly reports from the BCC Assessment Committee
  - BFI Pre-Assessment and External Assessment Contracts were updated
  - BCC Insurance obtained for 2016.
  - Implementing new fee structure for BFI Assessments and designated facilities
  - Family Centered Maternal Newborn Care Guideline revisions (lead by Public Health Agency of Canada) into fifth year of work. Breastfeeding chapter completed draft by writing committee; Marina Green has been the lead author. Michelle LeDrew is on the oversight and breastfeeding chapter committees (no oversight meetings in 2016).
  - Assessors tracking log of time to complete BFI work by each Assessor submitted for PHAC proposal
  - Participated in LEAN workshops that were lead by Dawn Ridd
  - Hired Administrative Assistant and worked together to organize mail, files and

- tracking processes.
- Support for BFI Symposium planning 2017.
  - Provincial/Territorial Committee support and engagement:
    - Developed a role description for BFI Assessment Committee Lead contact identifying assessors for each P/T to use as a resource
    - Consultation and support to individual Provincial and Territorial Committees, and facilities regarding policy and practice challenges, including The WHO Code and formula purchase agreements
    - Volunteer committee members contributed time communicating via email and answering questions from individuals and groups across Canada, including attending via conference call or in person meetings with facility leadership to clarify and build capacity for BFI
    - Liaison and consultation with the BCC Provincial /Territorial (P/T) BFI Implementation Committee including attending bi-monthly teleconference meetings
    - Capacity building webinars began for the PT Committee in fall of 2015 and continued in 2016. The goal is to increase the P/T representatives' knowledge of the indicators and assessment process. Lead assessors presenting on the steps, indicators or process.
  - International:
    - Developed country report in preparation for WHO BFHI Congress Industrialized Countries meeting, led by Louise Dumas.
    - WHO BFHI Congress, Geneva, October 24-27, 2016 attended by Michelle LeDrew, Louise Dumas and Laura Haiek. Poster presentations accepted. Louise Dumas presented evidence on Steps 4 and 7 at the Congress. The international congress was an important forum for the discussion of BFI evidence, process and future as well as liaison and sharing between different countries, WHO and UNICEF. Louise Dumas participated in the planning of the international meetings. Canada continues to rigorously uphold the BFHI standards. Louise and Michelle agreed to participate in a subcommittee of the Industrialized Countries to liaise with WHO/ UNICEF.
    - WHO/UNICEF to launch a revised guidance document in 2017. Assessment Committee will review and incorporate recommendations as appropriate.
    - BCC report of the BFI Congress prepared by Michelle LeDrew and Louise Dumas. Report sent to BCC membership and submitted to the Public Health Agency of Canada.
    - Recommendations for future BFI directions in Canada drafted.
    - Meet with Jennifer Ustianov from National Institute for Children's Health Quality to learn from United States experience and consider similar strategies to engage more hospitals on the BFI journey.
  - BFI Integrated Ten Steps Practice Outcome Indicators:
    - Integrated Ten Steps Practice Outcomes Indicators-revised draft prepared over many meetings throughout 2016. Final draft to go BCC Board in 2017. Translation to French will occur in 2017.

- BFI Assessment Tools:
  - Neo BFHI tools reviewed and feedback given to international working group. Neo BFHI tools have not yet been adopted by WHO and BCC will not formally adopt Neo-BFHI criteria at this time.
  - Mother Friendly documents prepared and submitted to Assessment Committee for consideration. Determination regarding incorporation into BFI documents to be decided in 2017.

### BFI Assessment Process

- Review and revise assessment process:
  - Finalized minimum services criteria for CHS BFI designation(internal use)
  - Tracked facilities across Canada in progress towards BFI designation
  - Maintained database of designated facilities
  - Coordinated assessments: contracts, invoices, assessor teams, reporting, and evaluations

#### *Designated Facilities in Canada:*

	BC	SK	MB	ON	QC	Total
Hospitals	1*		1	4	5	11
Birthing Centres					7	7
Community/C LSC		1	1	27	95	124
Health Centre					1	1
Total	1	1	2	31	108	<b>143</b>

For list of designated facilities in Quebec visit 9July 2016):

<http://www.msss.gouv.qc.ca/professionnels/documents/amis-des-bebes/liste-amis-des-bebes.pdf>

\* Denotes number of facilities that are in progress for re-designation

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

**Certificates of Participation:** Certificate of Participation document updated and translated into French. Issuing, tracking and submitting to the BCC is the responsibility of each Province who have a designated lead of BFI Committee. Facilities on the BFI journey are encouraged to apply for Certificates of Participation as this is a means of enumerating those who have embarked on the BFI journey. Not all provinces currently issue Certificates of Participation and may contact the BFI Assessment Committee if support is needed.

- BFI Assessment:
  - Assessor and Assessor Candidates experience tracker updated by Marg LaSalle.
  - Assessor education and certification: BFI for Assessors Workshop held March 2016 in Ontario.
  - BFI Assessment Committee welcomed two new members in 2016 (Eileen Chuey and Pam O’Sullivan)
  - Assessor Candidate handbook finalized
  - Developed BFI Assessor/Assessor Candidate Agreement to be signed by the BCC and Assessor for each External Assessment. Document translated to French.
  - BFI Assessor Certificates created and translated to French. Certificate given to candidates that completed their BFI Assessor requirements.
  - Certificates are signed by both the Board and Assessment committee chairs.
  - BFI Assessor/Candidates closed Facebook page launched by Kathy Venter and Odile Lapointe.
  - All provinces have Assessor Candidates with the exception of NWT, Yukon and Nunavut. The overarching goal is to have at least one certified assessor in each province and territory.

***Number of Certified Lead Assessor, Assessors, and Assessor Candidates in Canada***

	BC	AB/SK	MB	ON	QC	Atlantic	North	Total
Leads Assessors	2			2	3			7
Assessors			1	4		1 NS/ 2 NB		35
Assessor Candidates	3	3 AB/ 5 SK	3	14	27**	3NS/2NL/ 2 PEI		36
Total	6	9	4	20	30	10		78

\*\*denotes assessors and assessor candidates are mixed in Quebec

We would like to extend a sincere *thank you* to the members of BFI Assessment Committee for your dedication and passion to support BFI in Canada. The hours of volunteer work is significant each month and the progress and success are attributable to its members. Lea and I would like to also thank you for the opportunity to co-chair the assessment team over the past few years and know the committee is great hands as Kathy Venter and Marg LaSalle step into the co-chair leadership roles in 2017.

Respectfully submitted by  
 Michelle LeDrew & Lea Geiger  
 Co-Chairs BFI Assessment Committee

## **BCC Provincial /Territorial BFI Implementation Committee Report**

### **Background**

The BCC Provincial/Territorial BFI Implementation Committee (P/T committee) is one of two standing committees of the Breastfeeding Committee for Canada. The P/T Committee was first established in March 2001 and restructured in April 2008. All provinces and territories, the Public Health Agency of Canada (PHAC) and Health Canada's First Nations Inuit Health Branch (FNIHB) are represented on the committee.

One of the committee objectives is to build capacity for the implementation of the Baby-Friendly Initiative (BFI) in Canada. This is being accomplished through the sharing of expertise resources and experiences supporting breastfeeding and BFI best practices. The strong membership allows for effective information sharing between the BCC and the province and territories. Janet Walker (British Columbia) and Isabelle Melançon (New Brunswick) are the co-chairs of the committee.

### **Meetings**

The P/T Committee holds an average of six regular meetings by conference call throughout the year.

### **Activities:**

#### ***BFI in Canada***

The P/T committee provides a forum for ongoing dialogue and knowledge exchange through the regular conference call meetings, email discussion and sharing of key resources on a variety of topics. The website representative has identified a platform that will enable online discussion and sharing in a secure environment. This will be developed and functional in 2017. Committee members have shared the exciting work happening in their province/territory in the following areas:

- NL – the government has released a roadmap to health titled *The Way Forward: Shaping Our Future*. There are breastfeeding indicators that will focus on increasing initiation rates embedded. The Baby-Friendly Council of NL continues its public education and awareness work including a new video which has been released called *If babies could talk – What they'd want you to know about breastfeeding* <https://www.youtube.com/watch?v=hOx5cbMrRcs&feature=youtu.be>; and they are working on incorporating breastfeeding into the health curriculum taught in schools.
- NS – is updating the Provincial Breastfeeding Policy and identifying new provincial structure to support the work. Changes in the health system and government structure has moved BFI work from government to the health authorities.  
NB – working on a revision to the provincial breastfeeding policy statement and are planning a province wide self-assessment next year.
- PEI – has a new infant feeding policy. A manager toolkit has been created and webinars were offered with the release.
- QC – An E-Learning project for BFI and breastfeeding is being worked on; a large study was completed looking at breastfeeding support services in the prenatal and postnatal periods.
- ON – The Population and Public Health Division of the Ministry of Health and Long-Term Care was reorganized effective October 2016 (BFI/breastfeeding supports are based in the Healthy Start Policy and Programs Unit). BFI Ontario and the BFI strategy for Ontario

have been active in assisting facilities with BFI Implementation in the province. There have been regular BFI Ontario meetings via teleconference and 2 *Ask An Assessor* teleconferences during 2016. The BFI Strategy for Ontario and the Best Start Resource Centre released many print and online resources. There have been lots of pre-assessments and external assessments being done across the province.

- MB – Drafted a provincial policy for acute care regarding BFI and breastfeeding; development of four Manitoba BFI assessors; development of an access data base to track breastfeeding data and to help calculate rates to report on BFI; 16<sup>th</sup> annual Baby-Friendly Manitoba Conference was in September; a lot of capacity building happening across the province.
- SK – the Breastfeeding Committee expressed concern for Code violation with a national employee assistance’s program advertising; an environmental scan was led by SK to look at the different provincial BFI committees structures to help inform their governance structure.
- AB - Second Night Not Rest Night conference held in October; BFI is moving forward for one area in AB.
- BC - Discussion on inclusion of formula information in a compendium resource in BC and BFI compliance; survey of BFI and breastfeeding resources being used across the province; work on a provincial breastfeeding plan continues.
- NWT, YK and NU have had challenges with membership this year. New members being found for next year.

Representatives continue to inform National work such as the Family Centred Maternal Newborn Care National Guidelines and the CPS Nutrition and Gastroenterology Committee.

2016 was a year dedicated to building capacity among the members of the P/T committee. We were fortunate to have 3 presentations by Assessment Committee assessors throughout the year. This did take time from our usual committee work but it was very important to develop knowledge and skills among committee members. Other presentations and requests were also conducted.

#### **Presentations to the P/T Committee**

- Steps 4 & 7 Skin to Skin at Birth and Mother-Baby Togetherness. The safest transition for mother and baby – Louise Dumas
- Step 10: Collaboration and Networking for Families – Louise Dumas
- The Code – Kathy Venter
- Using the Lean Process to Streamline BFI Assessments – Dawn Ridd
- PHAC request for feedback on *Is your child safe? Sleep time* pamphlet . PHAC also collaborated with the BCC to present *The BFI in Canada: Milestones and Musings* a webinar by Kathy Venter.

#### **Other key work**

Members revisited the rationale for having WBW for Canada in October. It was recognized that the media focus on the International WBW in August, even the Prime Minister tweeted during that week and not in October. The committee explored changing the name of Canada’s week to National Breastfeeding Week and keeping it in October. The conversation will continue in the coming year.

## **The P/T Committee**

There have been quite a few changes in membership this year. Below are the 2016 P/T representatives:

- Carolyn Solomon & Janet Walker, British Columbia
- Susan Nolt & Jennifer Splaine, Alberta
- Laura Matz and Gwen Frank, Saskatchewan
- Dawn Ridd & Linda Romphf, Manitoba
- Marg LaSalle, Tanis Brown, Anna Marie Smith & Janette Bowie, Ontario
- Laura Haiek, Quebec
- Donna Walsh & Dianne Boswall, Prince Edward island
- Heidi Boyd & Janine Woodrow, Newfoundland and Labrador
- Donna Brown and Isabelle Melançon, New Brunswick
- Tina Swinamer & Rebecca Attenborough, Nova Scotia
- Elsie De Roose, Northwest Territories
- Jane Murdock-Flowers, Nunavut
- Brenda Dedon, Yukon
- Julie Castleman, Public Health Agency of Canada
- Aradhana Patel, Health Canada, First Nation and Inuit Health Branch
- Lea Geiger , BCC Assessment Committee representative

Janet Walker  
P/T Committee Co-chair

## **Membership and Website Update Report**

Membership in the Breastfeeding Committee for Canada is open to any Canadian interested in voluntarily furthering the objects of the BCC, who is in no way associated with a company whose products fall within the scope of The WHO International Code of Marketing of Breastmilk Substitutes. BCC membership categories and fees are described in the BCC Bylaws.

**Voting Members** (Board Directors and members of the standing committees) and **Associate Members** (individuals interested in furthering the aims of the BCC) pay the annual membership fee of \$30. Membership fees support BCC expenses such as participation of the BCC liaison to the Canadian Pediatric Society Nutrition Committee, participation of the BCC delegates to the WHO Coordinators for the BFI in Industrialized Countries meeting and webmaster fees.

**Memberships** totalled 21 in 2012, 50 in 2013, 64 in 2014, 66 in 2015. In 2016, the monthly average was 60 members.

In April the request for renewal was adapted to reflect more benefits of membership.

In May more information was added to the membership page of the BCC website.

In September, due to the number of cheque reminders needed with members not sending cheques, a motion was passed to remove the cheque option from the membership site so that the only option is to pay through the PayPal site.

**Membership fees** (currently \$30) are due annually. Since April 2011, with the launch of the new website, it has been possible to become an associate member by registering directly on the BCC website with an automatic reminders renewal process that is generated from the website. As previously, memberships can be acquired and renewed online with the option of payment by PayPal. Associate Membership forms are available at <http://breastfeedingcanada.ca/Membership.aspx>

**Website:** Tom Cahill, is the current webmaster, working with the Board to ensure the website provides a modern, user-friendly interface with the Canadian and global public. In order to carry out his role, Tom has:

- 1) all account information for the website domain hosting / ISP services
- 2) all website code and supporting component licenses and documentation
- 3) all relevant documentation pertaining to supporting the site

There were 217,790 page views of our website in 2016 ranging monthly from just over 8000 to just over 58,000. Almost 20,000 website visitors come from France, Canada and the USA, however a percentage of them are from Ukraine, Russian, Italy, Japan, Germany, and other countries.

**Website Additions:** A number of various publications and photos have been added to the website this year.

**Online Communication Tool for Associate and Voting Members:**

There have been many requests by Board members, P/T members and Associate members to provide an online opportunity to enhance the ability of the BCC and its members to communicate virtually so Q&A's can be shared, review of documents can occur and general communication needs met. Over the last year a number of options for an online communication tool have been explored by a small working group.

In Sept the BCC Webmaster Tom Cahill found a site to meet our needs for discussion and in a limited way to share documents: <http://yetanotherforum.net>. Our site will be [forum.breastfeedingcanada.ca](http://forum.breastfeedingcanada.ca). The website liaison Linda Romphf has registered as an administrator on the site and Tom has set up the domain name and system. BC moderator guidelines and etiquette documents were drafted. In 2017 the Forum will go online. Those members with paid fees will be sent a yearly password and as they do now, they will get a prompted change when the membership is renewed. If they do not renew their membership, their access will stop.

Linda Romphf  
Membership and Website Liaison

## **Liaison to the Canadian Paediatric Society Nutrition Committee Report**

Apart from core members of the Canadian Paediatric Society (CPS) Nutrition Committee (paediatricians), representatives from several organizations (known as liaisons) sit on this committee and include the Breastfeeding Committee for Canada, Dietitians of Canada, Health Canada, and the Human Milk Banking Association of North America. The committee met June 6, 2016 and November 17, 2016.

The CPS Nutrition Committee communicates key messages to paediatricians across Canada via statements and practice points through its journal Paediatrics & Child Health and on its website. These statements and practice points often serve as guidelines for primary health care providers and to guide public health policy. The BCC liaison fosters the support, protection and promotion of breastfeeding in infant and child feeding and associated guidelines. The liaison also promotes the concepts of the BFI and the World Health Organization (WHO) International Code on the Marketing of Breastmilk Substitutes where applicable.

There was one face-to-face meeting in Ottawa during the year, on Thursday, November 17, 2016. Unfortunately, I was not able to assist since I was a speaker at the Kangaroo Mother Care conference that took place that same week in Trieste, Italy.

There was one phone meeting on June 6, 2016.

During the phone meeting, there was a request for information regarding recommendations about marijuana use and breastfeeding, to which I answered with an email summarizing different positions from:

- US National Institute of Health
- Mothersik
- E-Lactancia
- Thomas Hale website
- Statements and guidelines from professional associations
- CPS Nutrition for health term infants
- Academy of breastfeeding medicine (the most complete one, and recent)
- AAP

The email was circulated with the CPS committee members.

The committee also received an email from its coordinator, Dr Jeff Critch, the publication: *Complementary Feeding: A Position Paper by the European Society for Paediatric Gastroenterology, Hepatology, and Nutrition (ESPGHAN) Committee on Nutrition*, to get thoughts and comments from committee members. I shared the publication with the BCC.

Extensive feedback was also provided to the draft of the position statement on the "Feeding the Preterm Infant: Addressing the Nutrition Emergency of the Preterm Infant" back in 2015/2016. The work in this statement has not advanced since the feedback has given. On the November 2016 meeting, the leadership was transferred to Dr Christopher Tomlinson, no revised versions have been submitted since then.

Laura Haiek

BCC Representative to the Canadian Paediatric Society's Nutrition and Gastroenterology Committee

### **Financial Report 2016**

2016 unfolded with four notable changes in managing the BCC finances. The changes are as follows:

- 1) the demand for BFI Assessor skills continues to increase impacting the work of the Assessment Committee, the treasurer, and the administrative assistant.
- 2) levying an annual fee for all designated BFI facilities will provide a base of consistent income – something the BCC has not experienced in the past. This will permit more accurate budgeting and long term planning to meet future needs of the BCC.
- 3) the BCC was successful in obtaining insurance coverage for both the BCC BOD, and the Assessor's /Assessor Candidates when they are working on behalf of the BCC at the various sites.
- 4) The BCC was successful in engaging the part time services of an administrative assistant. The role will include tracking, invoicing and reconciling the BFI contracts. This will allow the Assessment Committee to focus on review and development of tools to support the promotion and support of BFI.

It has been my privilege this past five plus (5+) years to learn, laugh, work and agonize (just a little bit!) with you as this amazing organization and dedicated group of equally amazing women work tirelessly to improve the maternal/child experiences of all women /children in Canada and around the world. I value the knowledge you have so generously shared with me, and the patience you have shown when things needed sorting out and took up some of your valuable time. I know I leave this role in good hands and I am grateful that Shannon Anderson has stepped forward to embrace this opportunity. I am confident the months ahead will have the BCC continue on the path of excellence that you have so carefully and meticulously cultivated. May it be so!

Respectfully, Dianne Nikiforuk