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BCC Meets to Discuss Organizational Transformation

Thanks to funding made available by the Public Health Agency of Canada, the BCC Board of Directors met with members of the Provincial/Territorial (P/T) Committee and the Transition Task Force in Toronto March 26 and 27, 2007 to continue discussions on organizational transformation. The Transition Task Force, chaired by past BCC Chair Joanne Gilmore, was established at the April 2006 BCC Annual General Meeting to consider an organizational restructuring proposal aimed at vesting greater responsibility for the BCC in the hands of provinces and territories. A progress report was provided to BCC voting members who participated in the 2007 AGM on the evening of March 26 both in person and via conference call. The AGM gave the Board a mandate to continue with the timely restructuring of the BCC.

P/T representatives and invited guests from all provinces and Nunavut participated in the two days of meetings.

The first day was dedicated to discussions on transition. Rosemary Sloan, the Public Health Agency of Canada representative to the BCC, provided a historical review of the development of the BCC from its inception in the early 1990s. Participants then reviewed the results of a survey of stakeholders regarding proposed BCC restructuring and a series of theme statements developed by the Transition Task Force based on the survey results. These included the ongoing role of current BCC member organizations, communications, capacity building, funding and leadership.

The second day included a presentation by past P/T Chair Barbara Selwood on the development of the BCC's breastfeeding definitions documents and how the definitions are being incorporated into the databases of, among others, provincial perinatal programs. Representatives of BCC committees reported on current and anticipated work in the coming year.

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Dear BCC Associate Members:

Your associate membership fee of \$25.00/year supports the work of the Breastfeeding Committee for Canada.

<http://www.breastfeedingcanada.ca>

In order to continue the work of protection, promotion and support of breastfeeding and the implementation of the Baby-Friendly Initiative in Canada, we need you to renew your membership and to encourage colleagues to do the same.

Please send a cheque or money order payable to:

Breastfeeding Committee for Canada

PO Box 65114

Toronto, ON. M4K 3Z2

The Breastfeeding Committee For Canada

Goal

Breastfeeding is the cultural norm for infant feeding in Canada

Mission Statement

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

Objectives

- Provide a forum for addressing Canadian breastfeeding issues.
- Maintain ongoing communication with governments and organizations to protect, promote and support breastfeeding.
- Provide ongoing expert advice and recommendations on breastfeeding research, policy and program development and direction to governments and organizations.
- Develop partnerships and collaborative strategies to protect, promote and support breastfeeding.
- As the National Authority for the Baby-Friendly Initiative, oversee and facilitate the implementation of the Baby-Friendly Initiative in Canada.

Membership

The group consists of individual experts and representatives of the following associations or organizations:

Aboriginal Nurses Association of Canada
Association of Women's Health, Obstetric and Neonatal Nurses
Canada Prenatal Nutrition Program
Canadian Lactation Consultant Association
Canadian Association of Midwives
Dietitians of Canada
Canadian Healthcare Association
Canadian Institute of Child Health
Canadian Nurses Association
Canadian Pediatric Society
Canadian Perinatal Regionalization Coalition
Canadian Pharmacists Association
Canadian Public Health Association
College of Family Physicians of Canada
Federal/Provincial/Territorial Group on Nutrition
Health Canada
INFACT Canada
La Leche League Canada
Ligue La Leche
Society of Obstetricians and Gynecologists of Canada
UNICEF Canada

Meetings

Held approximately once a year. Subcommittees work on identified issues on an ongoing basis.

Provincial/Territorial Baby-Friendly Initiative contacts may be accessed at
<http://www.breastfeedingcanada.ca/html/provterr.html>

Related BFI Websites

Breastfeeding Committee for Canada
www.breastfeedingcanada.ca

BC Baby-Friendly Network
www.bcbabyfriendly.ca

Ontario Breastfeeding Committee
www.breastfeedingontario.org

Alberta Breastfeeding Committee
www.breastfeedingalberta.ca

Manitoba Baby-Friendly
www.gov.mb.ca/health/nutrition/bfi2.html

Breastfeeding Committee for Saskatchewan
www.saskatoonhealthregion.ca/your_health/ps_bf_about_bcs.htm

Editorial Committee

Kathy Venter, Laura Prodanyk,
Marilyn Sanders.

Statements and opinions expressed in this newsletter are those of the authors and not necessarily the opinion of the member organizations.



The Breastfeeding Committee for Canada
The National Authority for the WHO/UNICEF
Baby-Friendly Hospital Initiative in Canada

BABY-FRIENDLY HOSPITALS AND BIRTHING CENTRES IN CANADA

1. **Centre de santé et de services sociaux la Pommeraie**
Hôpital Brome-Missisquoi-Perkins
950, rue Principale
Cowansville (Québec)
J2K 1K3
Tel: 450-266-5503
E-mail: christiane.charest@rrsss16.gouv.qc.ca
Designated in July 1999. Designation confirmed in November 2004.

2. **St. Joseph's Healthcare Hamilton**
50 Charlton Avenue E.
Hamilton ON L8N 4A6
Tel: 905-522-4941
E-mail— sfeaver@stjosham.on.ca
www.stjosham.on.ca/mn/index.htm
Designated in March 2003

3. **Centre de santé et de services sociaux Deux-Montagnes/**
Sud-de-Mirabel Centre hospitalier Saint-Eustache
520, boul. Arthur-Sauvé
Saint-Eustache (Québec)
J7R 5B1
Tel: (450) 473-6811
E-mail: france.lebrun@ssss.gouv.qc.ca
www.chse.qc.ca
Designated in May 2004

4. **Centre de santé et de services sociaux du Grand Littoral**
Maison de naissance Mimosa
182, rue de l'Église
Saint-Romuald (Québec)
G6W 3G9
Tel: 418-839-0205
maisondenaissancemimosa@ssss.gouv.qc.ca
www.mimosa.qc.ca
Designated in January 2005



The Breastfeeding Committee for Canada
The National Authority for the WHO/UNICEF
Baby-Friendly Hospital Initiative in Canada

BABY-FRIENDLY COMMUNITY HEALTH SERVICES IN CANADA

Centre de santé et de services sociaux d'Argenteuil

CLSC d'Argenteuil

145, avenue de la Providence

Lachute (Québec)

J8H 4C7

Tel: 450-562-4711, poste 8237

E-mail: monique_therien@ssss.gouv.qc.ca

Designated in November 2004

Centre de santé et de services sociaux de la Pommeraie

CLSC La Pommeraie

112, rue Sud

Cowansville (Québec)

J2K 2X2

Tel: 450 266-2522

E-mail : christiane.granger@rrsss16.gouv.qc.ca

Designated in September 2005

Thunder Bay District Health Unit

999 Balmoral Street

Thunder Bay ON

P7B 6E7

Tel: 807-625- 5952

E-mail : laura.prodanyk@tbdhu.com

www.tbdhu.com

Designated in June 2006

Centre de santé et des services sociaux Vaudreuil-Soulanges

CLSC Vaudreuil-Soulanges

490, boul, Harwood

Vaudreuil-Dorion (Québec)

J7V 7H4

Tel : 450-455-6171

E-mail : hermance.monette@rrsss16.gouv.qc.ca

Designated in June 2006

Centre de santé et de services sociaux Champlain

CLSC Samuel-de-Champlain

5811 boulevard Taschereau

Brossard (Québec) J4Z 1A5

Tel : 450- 445-4452

E-mail: naznin.hebert@rrsss16.gouv.qc.ca

Designated in December 2006

Centre de santé et de services sociaux Richelieu-Yamaska

CLSC-CHSLD des Patriotes

347 rue Duvernay

Beloeil (Québec)

J3G 5S8

Tel : 450- 536-2572

E-mail : danielle.despatis@rrsss16.gouv.qc.ca

Designated in February 2007

Centre de santé et de services sociaux Haute-Yamaska

CLSC Haute-Yamaska

294 Déragon

Granby (Québec)

J2G 5J5

Tel: 450-375-1442

E-mail: rollande.daudelin@rrsss16.gouv.qc.ca

Designated in March 2007

Centre de santé et de services sociaux Pierre-Boucher

CLSC des Seigneuries

201 boulevard Curé Poirier ouest

Longueuil (Québec)

J4J 2G4

Tel: 450-651-8336

Email: jeanine.leduc@rrsss16.gouv.qc.ca

Designated in April 2007

Somerset West Community Health Centre

55 Eccles Street

Ottawa, Ontario

K1R 6S3

Tel: 613-238-8210

E-mail: dwarfiel@swchc.on.ca

www.swchc.on.ca

Designated in June 2007

These lists are available at <http://breastfeedingcanada.ca/pdf/BCC%20List%20of%20Designated%20Facilities%20February%202007.pdf>

A Letter From The Canadian Food Inspection Agency To Industry.

In January, 2007 the Canadian Food Inspection Agency sent a letter to manufacturers and distributors of infant formula (Human milk substitutes) regarding "Requirements Related to Nutrition Information and Nutrition and Health Claims for Infant Formula". The letter stated, in part:

"It is the responsibility of all manufacturers, importers and distributors of infant formula to ensure that their products comply with Canadian legislation and other relevant guidelines and policies. The CFIA and Health Canada also strongly urge the infant formula industry to support and implement the principles of The International Code of Marketing of Breastmilk Substitutes.

The distribution of this letter is intended to assist manufacturers and distributors of infant formula to understand the FDR and to make any necessary changes and corrections to the labelling and advertising of their products. Product labels and advertisements for infant formula are expected to be in compliance by April 10, 2007, after which date the CFIA will be conducting a nationwide inspection initiative to verify compliance with the Food and Drugs Act and Regulations."

The letter can be accessed on the Canadian Food Inspection Agency website at <http://www.inspection.gc.ca/english/fssa/labeti/inform/20070112e.shtml>

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Due to the current transition work, with one exception all members of the 2006-2007 BCC Board of Directors agreed to remain in their present positions until AGM 2008. Submitted by Marilyn Sanders National BCC Coordinator.

Dietitians of Canada is providing leadership to the revision of a joint policy statement

Dietitians of Canada is providing leadership to the revision of a joint policy statement "The Use of Growth Charts for Assessing and Monitoring Growth in Canadian Infants and Children," developed in collaboration with the Canadian Pediatric Society, College of Family Physicians of Canada and the Community Health Nurses Association of Canada. The statement is being updated to address the new WHO Growth Standards developed to reflect growth standards of exclusively breastfed infants. A review of the WHO training materials for introduction of new growth standards will be a component of the revisions to the policy statement.

Practice-base Evidence in Nutrition [PEN] www.dieteticsatwork.com/pen, Dietitians of Canada's evidence-based online decision support service for dietitians, includes a knowledge pathway on Breastfeeding as well as on Introduction of Complementary Foods for exclusively breastfed and formula fed infants.

Federal Review Commission On Minimum Labour Standards Report Recommends Breastfeeding Breaks.

Review Commission on Federal Labour Standards representative Charles Philippe Rachon spoke at the Work-family Balance Labour Force Shortages conference held in Saskatoon, Sk on March 14 -15.

A key driver that led to the federal review was work-life balance. Rachon praised the work that was done by the Breastfeeding Committee for Canada in raising the issue of the need for breastfeeding breaks.

The commission noted that the important benefits of breastfeeding for infants and women needed to be supported. Chapter 7 of the report includes the recommendation for support of breastfeeding leaves. Recommendation 7.59 — Part III should provide for short breaks during working hours to afford nursing employees reasonable time off, without pay, to breastfeed a child and/or to express milk on the work site. Similar breaks should also be available to employees who need them to inject medications or for similar medical purposes. Such breaks should be subject to operational considerations, but should not be unreasonably denied.

Ongoing letter writing to the Federal Minister is now needed to bring this recommendation to a reality. Submitted by Johanna Bergerman Chair, BCC Infant Nutrition Committee

Insights into BFI

The Somerset West Community Health Centre (CHC) in Ottawa became the first Baby-Friendly designated Community Health Centre outside of Quebec on June 28, 2007 after undergoing a rigorous two-day evaluation process conducted by lead assessors Kathy Venter and Ginette Belanger.

As with every BFI assessment, the work leading up to this point was extensive, including careful scrutiny of relevant documentation including policies and procedures, client resource information, staff education curricula and records and statistical information. A report was then written for the BCC BFI Assessment Committee and for the Somerset West CHC with recommendations for preparation to go ahead with a pre-assessment site visit which took place in March 2007.

The site visit, which took a full day to complete, was done by Kathy Venter with assessor candidates Lori Levere and Joanne Gilmore as observers.

The site visit is a vital part of the BFI assessment process providing the opportunity for feedback and guidance toward the last step before final assessment and BFI designation. At this point the assessor estimates how many days final assessment is likely to take and also how many assessors will be required. Every effort is made to minimize costs to the facility by using few experienced assessors and considering accommodation and travel expenses when naming the team. It is this part of the process which ensures that facilities are truly ready to go forward. The responsibility to ensure readiness for success is keenly felt by every member of the Assessment Committee..

A second report to the BCC Assessment Committee included the recommendation to move ahead and the facility was notified to plan for BFI assessment.

Planning for the final assessment was done by the Chair of the Assessment Committee, Marina Green, the lead assessor (nominated by the BCC Assessment Committee) Kathy Venter and the BFI point person at Somerset West CHC, Diana Warfield.

The lead assessor together with the facility organized travel and accommodations and provided a list of requirements for the assessment including an agenda, a room to work from, lists of employees for random interviews and access to key staff, programs and clients. The assessors worked through the night to feed data into the extensive evaluation tool and prepare the results for presentation to the BCC Executive by conference call, during which it was agreed that the CHC would be designated as a Baby-Friendly facility.



Celebratory smiles...left to right - Kathy Venter, Diana Warfield and Ginette Belanger.

On completion of the conference call, a meeting was held with some of the key staff of the CHC including the Executive Director Mr. Jack McCarthy, Director Health Services Dr. Dona Bowers, Program Coordinator Merry Cardinal and BFI point person Diana Warfield. A summary of the findings of the assessment was given by the assessors along with the news that designation had been conferred on Somerset West Community Health Centre as the first Baby Friendly Community Health Centre in Ontario and the first outside of the province of Quebec.

A joyful announcement of the results of the assessment was made over the intercom to the excitement of all the staff and clients and plans for a celebration began immediately! The assessors made their weary way home to write yet more reports and compile all of the documentation pertaining to the assessment in readiness for reassessment in five years time.

A ceremony will take place in September 2007 at which the coveted BFI award will be presented to the Somerset West Community Health Centre by representatives of the Breastfeeding Committee for Canada and the Ontario Breastfeeding Committee.

Submitted by Kathy Venter

Send your examples of BFI in action to kventer1@cogeco.ca so that we can share our hard work and accomplishments.

Step by Step

Extracts from the Practice Outcome Indicators for Baby-Friendly Hospitals.

Step 1/Point 1. Have a written breastfeeding policy that is routinely communicated to all health care staff and volunteers.

The breastfeeding policy addresses all of *The Ten Steps to Successful Breastfeeding / Community 7 Point Plan* and protects¹ breastfeeding. {This version of the policy can be kept with the facility's other policies and refers to procedures/guidelines for practice.}

It is available so that all staff members caring for mothers and babies can refer to it and is available for review by women and their families if requested.

The public policy statement (a summary of the policy) is visibly posted in all areas of the hospital/facility that serve mothers, infants and/or children, particularly in the maternity unit, infant care areas, infant special care unit and prenatal care services. The public policy statement is displayed in the language(s) most commonly understood by patients and staff { may be very simple and attractive }.



Developed by the Nova Scotia Department of Public Health.
http://www.gov.ns.ca/hpp/repPub/Family_Friendly_Pledge.pdf

The policy addresses all of the 10 Steps / 7 Points by describing practice that :

- ◆ is measurable in terms of the criteria for each of Steps/ Points
- ◆ protects, promotes and supports breastfeeding
- ◆ clearly indicates which Community Health Service (CHS) staff member will act as the point of first referral for mothers experiencing common breastfeeding challenges upon hospital discharge
- ◆ prohibits promotion of formula or breast milk substitutes
- ◆ pre/post natal group instruction on breastmilk substitute use
- ◆ indicates that infant feeding education sessions, food, gifts (including pens, writing pads, measuring tapes, etc.) and literature from companies whose products fall within the scope of the code are not permitted
- ◆ provides that educational materials should be impartial and do not endorse company brand names (e.g., by recommending only one brand of breast pump)
- ◆ has been developed in consultation with those using the service and is available to consumers
- ◆ includes provisions/scope for staff members fostering collaboration with others such as health care providers (including physicians), community groups, local businesses (e.g., provision of a parent room at malls), schools and the media (e.g., World Breastfeeding Week events) in working toward a breastfeeding culture in the community
- ◆ is reviewed on a regular basis and includes a mechanism for auditing employee compliance with the policy.

The policy outlines the minimum standards of care. Each facility is encouraged to strive for best practice through evidenced-based care. Protocols, where they exist, are accurate and evidence-based.

{Editor's comments are in brackets }



New Poster Set Now Available

This new set of three BCC posters is now available for use at conferences, presentations and displays. The posters include information about the BCC and list the Ten Steps to Successful Breastfeeding and the Seven Point Plan for the Protection, Promotion and Support of Breastfeeding in Community Health Services. The laminated posters each measure 19"x 30" or 47cm X 77cm and can be mounted on a wall with double sided tape, or onto foam core or cardboard panels using self-sticking velcro tabs.

A total of four sets of posters (two each in English and French) are available free of charge to anyone interested in using them. If conflicting requests are received, priority will be given to BCC members (see page one for information on how to become a member!).

The posters will be rolled into a shipping tube and the BCC will cover the cost of shipping them to the person requesting them. The user will cover the cost of return shipping to the BCC by a traceable method (courier or ExpressPost).

For information please contact:

Breastfeeding Committee for Canada
 PO Box 65114 Toronto ON M4K 2Z8
 Tel: 416.465.7409
 E-mail: bfc.can@sympatico.ca

Global News



A Valuable Resource From IBFAN/ICDC

The ICDC Legal Update highlights global issues pertaining to the protection, promotion and support of breastfeeding by IBFANers and the International Code of Marketing of Breastmilk Substitutes and Relevant WHO Resolutions. You can receive this newsletter by contacting: ibfanpg@tm.net.my

Excerpt From The Latest Issue, July 2007

Jean Ziegler, the UN Special Rapporteur on the Right to Food : The International Covenant on Economic, Social & Cultural Rights (CESCR) Committee has highlighted the need for legislation to enable breastfeeding and to regulate the marketing of breastmilk substitutes.

Code implementation thus contributes towards the realisation of parents' right to accurate and unbiased information about breastfeeding; it protects against product propaganda which undermines and discourages breastfeeding and effectively removes commercial influence over infant feeding decisions.

Ziegler's approach echoes that of Stephen Lewis, former Deputy Executive Director of UNICEF, who said:

"Those who make claims about infant formula that intentionally undermine women's confidence in breastfeeding are not to be regarded as clever entrepreneurs just doing their job, but as human rights violators of the worst sort".

The UNICEF UK Baby Friendly Initiative and the Department of Health have published a new leaflet to assist health professionals to implement best practice and to inform parents about breastfeeding.

Called Off to the best start, the leaflet is intended to be used as a teaching aid when health professionals are discussing the benefits and management of breastfeeding with pregnant women and when they are teaching new mothers how to breastfeed.

With beautiful illustrations and clear text, the leaflet includes information on the benefits of breastfeeding, as well as on skin-to-skin contact, positioning and attachment, and hand expressing.

The leaflet can be downloaded from both the Department of Health website, at www.breastfeeding.nhs.uk, and the UNICEF UK Baby Friendly Initiative website, at www.babyfriendly.org.uk/beststart

At present, the new leaflet is available only in English. For this reason, the UNICEF leaflets Feeding your new baby and Breastfeeding your baby will continue to be available in 18 languages via the Baby Friendly Initiative website, at

www.babyfriendly.org.uk/leaflets

