The State of the Baby-Friendly Initiative in Canada

The BCC Provincial/Territorial BFI Committee
Breastfed at least 6 months exclusively
(Canadian Community Health Survey 2009)
In 1998, Health Canada funded a series of meetings (Toronto, Calgary and Quebec City). Provincial/Territorial Ministers of Health or their designates were invited for a briefing on the BFI.

Each P/T was encouraged to participate in the BCC P/T BFI Implementation Committee and to send a representative to the BCC's BFI Launch and Conference in November, 1998.
At the 2006 BCC Annual General Meeting, the BCC voting members tasked the BCC Board with the **mandate to restructure** the BCC to be more accountable to and inclusive of the provinces and territories by acknowledging the responsibility of the P/Ts to implement the BFI.
The BCC Transition Task Force (TTF) was struck with the objectives of identifying the strengths and concerns with the current structure of the BCC and to review alternate models.

Findings and recommendations were presented to the BCC Board in September 2007.
New BCC Structure – Approval

- BCC Board
- BCC P/T BFI Implementation Committee
- BCC BFI Assessment Committee
BCC P/T BFI Committee

Mandate
To support the implementation of the BFI in the respective P/Ts, and across Canada.
Objectives

- To build capacity towards the implementation of the BFI
- To foster dialogue, collaboration and knowledge exchange relevant to the BFI
- To provide input and recommendations to the BCC Board and BFI Assessment Committee
Objectives

- To facilitate networking and communication
- To share resources to support the BFI implementation in other jurisdictions
- To network and communicate with other associations, organizations and committees
Membership

- 1-2 representatives from each P/T (government and non-government)
- BCC Chair
- BCC BFI Assessment Chair
- Public Health Agency of Canada
P/T Initiatives to Support BFI

- Breastfeeding/BFI Policy or Strategy
- BF/BFI Committee/Coalition
- Breastfeeding Education Opportunities
- BFI Survey - Monitoring of BFI Implementation
- Baby-Friendly Designated Facilities
- Human Milk Bank
- Government Financial Support
- BFI Coordinator and/or Government Lead
The State of BFI in Canada

36 designated facilities
- 8 hospitals
- 25 community health services
- 3 birthing centres

- Quebec 24
- Ontario 10
- BC 2
Accomplishments!!
Championing Breastfeeding and the BFI in British Columbia

Barbara Selwood
Chair, BC Baby-Friendly Network
Provincial Lead, Health Promotion and Prevention
Perinatal Services BC
Email: bselwood@phsa.ca
Phone: 604.877.2121 loc. 223762
Supporting Provider Breastfeeding Best Practices

- ‘Train-the trainer’ Breastfeeding Education
- Maternity Care Pathway – for care providers
  - Women’s Pregnancy Passport
- Postpartum and Newborn Nursing Care Pathways & accompanying forms
- Breastfeeding Conference – 2009
- Baby’s Best Chance & Best Chance Website
Building Capacity: the Baby-Friendly Initiative in Ontario

Eileen Chuey RN BScN IBCLC
Ontario Breastfeeding Committee Chair
Eileen.chuey@halton.ca
905-827-6634 ext. 2912

June 19, 2011
What is happening in Ontario.....
New Brunswick
Breastfeeding Mentorship Program

Contacts:
Isabelle.melancon@gnb.ca
Donna.brown@HorizonNB.ca
Health facilities self assessment

- Education for staff
  - 3 day workshops
  - Online course
  - Hands-on (?)

Mentorship program

- Supervised clinical practicum
  - Talking with a pregnant woman
  - Observing and assisting breastfeeding
  - Teaching hand expression

Continuing education

Case Studies:
Tool to consolidate skills in teaching and assisting mothers with breastfeeding

Moving forward step by step
Nova Scotia’s Social Marketing Campaign

Breastfeeding: learning makes it natural

Tina Swinamer,
Coordinator, Early Childhood Nutrition,
Nova Scotia Department of Health and Wellness
Email: tina.swinamer@gov.ns.ca
Breastfeeding: learning makes it natural

www.first6weeks.ca

TV commercials
Radio ads
Bus ads
Newspaper
Newsletters
Website
Webinars
Working groups
Breastfeeding Coalition of Newfoundland and Labrador

For information contact:
Janet Murphy Goodridge
Provincial Breastfeeding Consultant
wiljan@nf.sympatico.ca

www.babyfriendlynl.ca
Using Social Media to Promote & Support Breastfeeding

Website: [www.babyfriendlynl.ca](http://www.babyfriendlynl.ca) features mom bloggers, news updates, galleries, video clips and user-generated content

Facebook Community [www.facebook.com/babyfriendlynl](http://www.facebook.com/babyfriendlynl)

Twitter @BabyFriendlyNL
Provincial assessment (2007)

Objective Establish BFI compliance in Québec

Design based on 3 perspectives

1361 Managers/Staff (Visit)

1385 mothers (Telephone interview)

200 observations (Visit)
Epidemiological portrait

BFI Compliance Score, Québec, 2007

60 hospitals and birthing centers

 Québec (Ten Steps Compliance Score = 4.19)

BFI Hospitals (Ten Step Compliance Score = 6.46)
Epidemiological portrait
BFI Compliance Score, Québec, 2007 140
community health centers (CLSC)

 Québec (Seven Points Compliance Score = 2.89)
 BFI CLSC (Seven Points Compliance Score = 4.70)

Seven Points and the Code
Alberta Breastfeeding Committee

ABC Charter
ABC Information Sheets
BF Definitions and stats collection

Conference:
September 16, 2011

INFANT FEEDING:
BEST PRACTICE STEPS FOR
PRIMARY
PREVENTATIVE CARE

Speakers:
Marianne Brophy &
Dr. Louise Dumas

www.breastfeedingalberta.ca
“Building Capacity through Breastfeeding Education”

Baby Friendly Manitoba

Dawn Ridd

Linda Romphf

State of BFI in Canada – Manitoba June 2011
Standardized Provincial and RHA approaches: Sharing In-system

- Baby Friendly Manitoba Conferences 2001 – 2011
- Breastfeeding Clinical and Research Rounds 3x/yr 2003 - 2011
- WRHA Breastfeeding clinical practice guidelines 2005 including Latch-R breastfeeding assessment tool
- Education re guidelines & tool to most RHAs 2006
- 8-hr Acute Care Train the Trainer 2009
- 20-hr (2 day) WHO/UNICEF Train the Trainer 2010
- 3 hour on-line interactive multi-sectoral education (2011)
Promoting Breastfeeding in Nunavut: National Breastfeeding Week

Baby-Friendly Initiative National Symposium, Oakville

Vesselina Petkova, RD
Territorial Coordinator, Canada Prenatal Nutrition Program (CPNP)
Phone: (867) 975-5948  E-mail: vpetkova@gov.nu.ca

June 19, 2011
In 2010...
Clyde River, 2009
Breastfeeding Promotion
Breastfeeding Education
Breastfeeding Support (1/2)
Breastfeeding Support (2/2)
Healthy Foods
Games and Fun
Everybody Wins!
Alianait! (It’s wonderful!)