



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

Annual Report 2004-2005

The Baby-Friendly™ Initiative (BFI) defines a high standard of policy and practice to support all women in their infant feeding choice. It defines breastfeeding as the “gold standard” for infant feeding and care and Baby-Friendly™ designation is only possible when an institution has met a set of specific steps to support successful breastfeeding and no longer accepts free or low cost supplies of infant formula.

The year 2004-2005 has been one of unprecedented financial challenges for the BCC. Members will recall that at the last annual meeting in Toronto, discussion took place on the work of the BCC Board of Directors to develop a Business Case to be used to seek additional funding. Since 1998 BCC has been operating on “soft” money from successful applications for a series of grant proposals to Health Canada. The soft money had been paying the salary of the BCC National Coordinator for 2 ½ days per week. At the last AGM it was anticipated that, without additional funding, the BCC National Coordinator position would be cut to ½ day per week by July 2004 with that funding expiring March 31, 2005. Unfortunately we cannot report any success in obtaining funding despite the efforts made by the Executive and the Board as outlined below.

- June 21, 2004 - Gisèle McCaie-Burke, former BCC Senior Chair presented business case to Mary Bush and Chantal Martineau Office of Nutrition Policy and Promotion, Rosemary Sloan, Childhood and Youth Division and Laura Stevens from CPNP.
- June 22, 2004 - Susan James (senior Co-Chair), Gail Storr (Junior Co-Chair) and Marilyn Sanders (BCC National Coordinator) held a conference call with Rosemary Sloan. We were told that the business plan was very comprehensive and that people at Health Canada had not yet had an opportunity to discuss the plan. We were also told that with anticipated changes with the new federal Public Health Agency it was unlikely we would hear anything very soon. The Childhood and Youth Division would likely be moving to the Public Health Agency and the Office of Nutrition Policy and Promotion would be staying with Health Canada. We were able to gain agreement that it would be beneficial for the BCC Chairs to continue a monthly dialogue with Rosemary. Costs of calls would be covered by her office.
- July 15, 2004 – Teleconference call Rosemary Sloan, Susan James, Gail Storr, Joanne Gilmore, Gisèle McCaie-Burke and Marilyn Sanders. We were told there had not been an internal meeting at Health Canada of the people to whom the Business Plan was presented in June. Rosemary advised us to be watching for a call for proposals from the Population Health Fund.

- Summer 2004 – Various emails sent to Mary Bush requesting feedback on the Business Plan and sending information on the evidence for BFI.
- September 9, 2004 - A proposal was submitted to the Population Health Fund for a *Feeding Program for Canadian Infants and Young Children: A Means of Enhancing Capacity for Breastfeeding and Improving the Health of Canada's Children*. The proposal was designed to develop an innovative educational program for infant and young child feeding using the Global Strategy as a guide. The request for funding of nearly \$300,000 over three years would have meant active engagement of nearly all of BCC Committees and would have ensured continued viability of the program. With the possibility of success in the Population Health Fund Competition, the BCC National Coordinator agreed to maintain the day-today functioning of the office on the ½ day per week basis with increased work being assigned to the Chairs, Executive and the Board. Unfortunately, we learned in a letter written April 1, 2005 that funding was denied. The letter read in part

Your proposal was reviewed in conjunction with other eligible proposals to determine which could most correspond to the priorities and criteria set forth in the request for proposals, and the objectives and requirements of the Population Health Fund as presented in the Population Health Fund Guide for Applicants.

Because a number of proposals ranked higher than yours and given the limited number of projects that could be supported with this solicitation, I regret to inform you that your proposal has not been recommended for funding.

- September 30, 2004 – Teleconference with Rosemary Sloan Susan James, Gail Storr, Joanne Gilmore, Gisèle McCaie-Burke, Marilyn Sanders and Roberta Hewat (former BCC Treasurer and principal investigator for several previously funded projects). Rosemary is now a part of the Public Health Agency of Canada under Dr. David Butler-Jones, Chief Public Health Officer. There still has been no internal meeting of Rosemary Sloan, Mary Bush and Chantal Martineau. Rosemary indicated that she had spoken to Chantal Martineau and was told there was no way for the Office of Nutrition Policy and Promotion to financially support the BCC. Various scenarios for potential sources of funding were explored. We were advised to write a letter to Dr. Butler-Jones once the mechanisms for the Public Health Agency of Canada were more established. Rosemary agreed to cover costs of BCC Provincial/Territorial Teleconference Meetings held in November 2004 and February 2005.
- November 9, 2004 – Teleconference with Rosemary Sloan, Susan James, Gail Storr, Joanne Gilmore and Marilyn Sanders.
- December 7, 2004 - Teleconference call with Rosemary Sloan, Susan James, Gail Storr, Joanne Gilmore and Marilyn Sanders. Rosemary advised that timing early in 2005 was good for writing a letter to Dr. David Butler-Jones, Chief Public Health Officer, Public Health Agency of Canada.

- January 10, 2005 - a letter was sent to Dr. David Butler- Jones, with copies to The Honourable Ujjal Dosanjh, Minister of Health and The Honourable Carolyn Bennett, Minister of State for Public Health. The letter requested a meeting to discuss “the urgent need to begin a dialogue regarding the importance of developing a comprehensive, coordinated national approach to protection, promotion and support of breastfeeding” has been posted on the BCC website since January 2005.
- January 25, 2005 - Teleconference with Rosemary Sloan, Susan James, Gail Storr, Joanne Gilmore and Marilyn Sanders.
- February 22, 2005 – Teleconference with Rosemary Sloan, Susan James, Gail Storr, Joanne Gilmore and Marilyn Sanders. Rosemary told us that a request from Dr. Butler-Jones office re the January 10, 2005 letter had come to her and that she had recommended that he meet with BCC representatives. Request made of Rosemary to fund face-to-face Annual General Meeting (AGM) of BCC and to continue to fund BCC P/T teleconference calls.
- February 24, 2005 – Letter received from Dr. Butler-Jones office acknowledging receipt of letter and advising BCC that his staff would be in touch to set up a meeting.
- February 2005 – Independent of any correspondence resulting from the January 10, 2005 letter, we heard that Minister Bennett was asking to meet with various community groups on issues related to health. Telephone calls and e-mails were exchanged with Sinead Tuite her Senior Policy Advisor. A meeting with Sinead Tuite has been set for May 18, 2005.
- March 30, 2005 - Teleconference with Rosemary Sloan, Susan James, Gail Storr, Joanne Gilmore and Marilyn Sanders. Rosemary advised us that she could not fund face-to-face meeting but would cover costs of teleconferenced AGM. She will also submit in her budget a request to fund a face-to-face meeting of the BCC in the fall of 2005.
- April 2005 – Email follow-up to request information on meeting with Dr. Butler-Jones. Tentative date for meeting scheduled in late June early July 2005.

Baby-Friendly™ Initiative Designation

Despite the severe financial constrains under which BCC is operating; it has been a year of decision making and preparation by several institutions to take steps towards the Baby Friendly™ designation. Preparation and development of detailed assessment guidelines for BFHI/BFI designation of Canadian hospitals and community health services continues to move ahead. The following summarizes some key accomplishments during the year:

- The BCC is proud to announce that a third hospital has received the Baby-Friendly™ designation. Centre Hospitalice Sainte Eustache was designated in May, 2004 by the BCC Board of Directors. St. Eustache joins the Brome-Missisquoi-Perkins Hospital in Cowansville, Québec, designated Baby-Friendly™

in 1999 and St. Joseph's HealthCare in 2003. In addition BMP was reassessed in November 2004 reconfirming its continued Baby-Friendly™ designation.

- The BCC is also proud to announce that the first Community Health Service has received the Baby-Friendly™ designation. CLSC d'Argenteuil was designated in November, 2004 by the BCC Board of Directors. The area served by the CLSC has about 250 births per annum, some of which take place at Centre Hospitalier Saint-Eustache. The assessors described the outstanding integration of care provided to women, infants and families including excellent peer support programmes.
- La Maison de Naissance Mimosa in Saint Romuald QC is the first birthing centre in Canada to receive the Baby-Friendly™ designation. The birthing centre, which is primarily staffed by midwives, has about 200 births per year and boasts 100% breastfeeding initiation. All mothers are followed for the first six weeks post-partum when breastfeeding remains at 88.5%. The centre was designated in January 2005.
- During 2004 many other hospitals and community health services were actively involved in implementing the steps to successful breastfeeding which are improving the quality of care received by mothers and babies from coast to coast. We anticipate the number of assessments to continue to increase in 2005.

Implementation and Monitoring of the Baby-Friendly™ Initiative in Canada

The BCC also plays a vital role in assisting hospitals and communities to prepare for Baby-Friendly™ designation. We have received notification that many hospitals and community health services across the country are nearing readiness for assessment for BFI. This is important because although in the past decade, the rates of breastfeeding initiation have increased in most areas of the country the duration rate is lower than that recommended by the WHO and now Health Canada. We view breastfeeding as an upstream health intervention that has many potential health benefits for the children who are breastfed, the women who breastfeed and therefore the population in general.

The publication "The Baby-Friendly™ Initiative in Community Health Services: A Canadian Implementation Guide" defines a BFI designation process for community health services parallel to the international WHO/UNICEF designation process for hospitals. The document is posted on the BCC web site in pdf format in French and English. Canadian outcome indicators for the Baby-Friendly™ Hospital and Community Health Initiatives were updated in March, 2004 and are also posted on the BCC website.

Partnership Development

The BCC focused on the importance of partnership development, both with our members and others, to implement its activities. For example, the BCC's formal partnership with the Canada Prenatal Nutrition Program (CPNP) continues. The "Breastfeeding, Healthy

Eating and Active Living: Natural Tools for Diabetes Prevention” project (see below) in partnership with CPNP and the Canadian Diabetes Association (CDA) concluded March 31, 2005.

Support Education, Information, and Research Activities

In April, 2004 the BCC Board approved the BCC’s Breastfeeding Definitions and Data Collection Timeframes document, developed the BCC’s P/T Committee. It has been circulated to contacts at Health Canada, all voting and associate members of the BCC and all Provincial/Territorial representatives with a request that they share them as widely as possible. Some international feedback on the document has already been received. The document is posted on the BCC website.

On June 30, 2004 the \$200,000 funding from Health Canada for the project “Baby-Friendly Initiative in Community Health Services: Implementation and Evaluation” ended. This funding assisted BCC to continue the work started with a previous three year grant including development of assessment tools for use in community health services, training assessors and continuation of our support to the provinces and territories in their work on breastfeeding and the BFI.

On March 31, 2005 funding of over \$300,000 from the Canadian Diabetes Strategy Prevention and Promotion Contribution Program, Health Canada to support a project titled “Breastfeeding, Healthy Eating and Active Living: Natural Tools for Diabetes Prevention” ended. This project was extended from July 2004 to March 2005 at the request of the Canadian Diabetes Strategy. Kaplan and Associates of Winnipeg, Manitoba have been undertaking the formative and summative evaluations on both funded projects.

Involvement, Recognition and Support of Network

- The BCC Strategic Plan focuses on the need to communicate and network with, and cooperate in greater depth with, our associate members. As the BCC web site is a major communication tool for the organization, the revision of the content and appearance of the website continues. The statistics for website use indicate that we receive over 18,000 hits a month. We have approximately 50 hours of paid time left from our webmaster.
- The BCC reviewed and provided considerable input to both the exclusive breastfeeding and Vitamin D recommendations which were released by Health Canada in January 2005.
- The BCC was invited to attend an Infant and Young Child Feeding Policy meeting organized by INFACT Canada. Joanne Gilmore, Past Co-Chair represented the BCC in November, 2004 at the meeting in Toronto.

- Liaison with the Canadian Pediatric Society Infant Nutrition Committee: Joanne Gilmore replaced Gisèle McCaie-Burke on this committee and attended a meeting in February , 2005.
- Review of Canadian Labour Standards: Johanna Bergerman who represents INFACCT Canada on the BCC and Chairs the Infant Nutrition Committee was invited to a March 2005 consultation meeting on the review. BCC has been encouraged to make a written submission to the commission. The deadline for submissions is September, 2005.

Summary

The BCC is now in its fifth year of incorporation as a non-profit society with Industry Canada. There is still much to be done to protect, promote and support breastfeeding in Canada. Without adequate funding, the viability of BCC as an organization is severely compromised. Throughout 2004-2005 teleconference calls for BCC Executive, Board and all Committee meetings other than the P/T committee have been conducted by a “telephone chain”. Individual members who do not have telephone long-distance plans or three-way calling have been reimbursed by BCC. Otherwise committee members cover the costs within their telephone plans.

Currently the only sources of ongoing revenue come from the sale of BCC documents and from Associate Memberships. Member organizations do not pay membership fees. Without a sustainable infrastructure, it is difficult if not impossible to remind Associate Members to renew their annual memberships. This has resulted in a decline in Associate Memberships from 250 to 37. Anyone reading this report who subscribes to the Vision, Mission and Objectives of the BCC is encouraged to become an Associate Member as we strive for viability of the organization. Join us as we lobby The Public Health Agency of Canada and Health Canada to move toward move a “Friendly” and progressive era for breastfeeding in Canada.

Respectfully submitted,

Joanne Gilmore, Past Co-Chair
 Susan James, Senior Co-Chair
 Gail Storr, Junior Co-Chair

The Breastfeeding Committee for Canada was established in 1991 as a Health Canada initiative, following the World Summit for Children. BCC has a broad membership, involving some 20 professional and consumer organizations. BCC has been active in promoting breastfeeding since its inception, and specifically identified Baby-Friendly™ Initiative as a priority in 1996.

WEBSITE www.breastfeedingcanada.ca



2004-2005 Breastfeeding Committee for Canada

<http://www.breastfeedingcanada.ca> email: bfc.can@sympatico.ca

21 Member Organizations + Individual Experts + Associate Members

Aboriginal Nurses Association of Canada
 Association of Women's Health, Obstetric, and Neonatal Nurses
 Canada Prenatal Nutrition Program
 Canadian Association of Midwives
 Canadian Healthcare Association
 Canadian Institute of Child Health
 Canadian Lactation Consultant Association
 Canadian Nurses Association
 Canadian Pediatric Society
 Canadian Perinatal Programs Coalition
 Canadian Pharmacists Association

Canadian Public Health Association
 College of Family Physicians of Canada
 Dietitians of Canada
 Federal/Provincial/Territorial Group on Infant Nutrition
 Public Health Agency of Canada/Division of Childhood and Adolescence
 INFACT Canada
 La Leche League Canada
 Ligue La Leche
 Society of Obstetricians and Gynecologists of Canada
 UNICEF Canada

* Individuals representing organizations are appointed by the organization and the names are listed on the BCC website


Membership is \$25.00 per year





Currently the BCC National Coordinator is funded for ½ day per week


BCC Board of Directors 2004-2005


BCC Executive

Senior Co-Chair 
(Susan James)

Junior Co-Chair 
(Gail Storr)

Past Co-Chair 
(Joanne Gilmore)

Treasurer 
(Emmy Maten)

Secretary 
(Linda Arseneault)

Committee Chairs

Provincial Territorial
(Co-Chair: Barbara Selwood)

Education
(Chair: Wendy Stefiuk)

Baby Friendly Initiative
(Chair: Marianne Brophy)

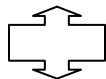
Infant Nutrition
(Chair: Johanna Bergerman)

Special Projects
(Chair: Roberta Hewat)

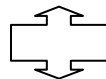
Members at Large

Perle Feldman
 Linda Romphf
 Janet Bryanton

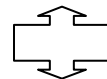
Committee chairs are responsible or communication within committees. To facilitate decision making a member of the executive is responsible between Board meetings for communications with the chairs. Executive/committee links are assigned annually.



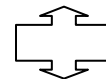
Provincial/Territorial (P/T) Committee
(Co-Chair: Claudette Landry)
13 members + alternates



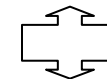
Education Committee
5 members



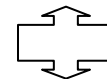
BFI Assessment Committee
8 members



Infant Nutrition Committee
6 members



Special Projects Committee
2 members



Communication Committee