



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

Annual Report 2005 - 2006

The year 2005 was again a remarkably busy year for the Breastfeeding Committee for Canada (BCC). This organization continues to struggle to provide the leadership and support for breastfeeding and the Baby-Friendly™ Initiative with an organization made up of very busy volunteers across the country. The BCC has no core funding base to support the activities of the organization. The Public Health Agency of Canada has generously covered the cost of some conference calls for the BCC which has facilitated much of the work for the year.

The following summarizes some key accomplishments during the year:

Baby-Friendly™ Initiative Designation

The BCC is proud to announce that in the year 2005 there were two Baby-Friendly™ designations in Canada. La Maison de Naissance Mimosa in Saint Romuald QC is the first birthing centre in Canada to receive the Baby-Friendly™ designation. The centre was designated in January 2005. In September 2005 CLSC La Pommeraie in Cowansville QC received the Baby-Friendly™ designation. This CLSC is in the same district as the Brome-Missisquoi-Perkins Hospital so that community is very well served.

During 2005 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 will continue to increase in 2006. Specifically here is a snapshot of progress to date: In QC 2 hospitals and 1 CHS have requested pre-assessment. In ON 1 CHS has requested assessment and 1 hospital has received a pre-assessment. In BC 1 hospital has scheduled an assessment and another a pre-assessment.

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 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.

It is interesting to note that provincial support for breastfeeding and the BFI varies across Canada. Quebec was the first province to identify this as a priority and put financial and human resources toward protecting, promoting and supporting breastfeeding and the BFI. Five of the six BFI- designated locations in Canada are in Quebec.

On January 19, 2006 New Brunswick included in their Wellness Strategy support for breastfeeding and the BFI. Specifically there is a multi-year financial allocation supporting a

BFI coordinator and an expectation that all hospitals and CHSs will take steps toward BFI designation.

In Saskatchewan the Minister has called a meeting of all CEOs of the health regions with BFI as an agenda item.

Support Education, Information, and Research Activities

The BCC Board recently approved the expanded Breastfeeding Definitions and Data Collection Periods document, developed by the BCC's Provincial/Territorial Committee. The expansion to the document includes infants over six months of age. Our hope is that with widespread adoption we will have the ability to collect and compare breastfeeding data across Canada that is meaningful.

Other Accomplishments

The BCC made a submission to the Federal Labour Standards Review Commission recommending the inclusion of paid breastfeeding breaks.

The BCC has advocated with the Canadian Council for Health Services Accreditation to include the BFI in their accreditation process. They have indicated that while BFI is not part of the process institutions should be highlighting progress toward BFI during the accreditation.

The BCC continues to advocate for a National Breastfeeding Strategy.

There is still much to be done to protect, promote and support breastfeeding in Canada. Anyone reading this report who subscribes to the Vision, Mission and Objectives of the BCC is invited to become an Associate Member and join us as we move into 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