



**Breastfeeding
Committee for Canada**

***Comité canadien pour
l'allaitement***

A Canadian Perspective of Baby Friendly Initiative
& Nova Scotia, IWK Health Centre BFI Highlights

BCC History

- Est. in 1991 after World Summit for Children
- 1996 BCC identified as National Authority for WHO/UNICEF Baby Friendly Hospital Initiative
- 1999 Canada's first BFI designated hospital (Brome-Missisquoi-Perkins, Quebec)

- 
- 2000 BFI Community Committee formed, began BFI for Community Health Services
 - 2001 BCC P/T Committee established

- 2003 BFI Assessor Training workshops
- 2003 released Practice Outcome Indicators for hospital & community



- 2006 -5 facilities designated (7 in total)
- 2007-11 facilities designated
- 2008- 18 facilities designated
- 2008 BCC Board restructured
- 2009-26 facilities designated (10 hospitals, 2 birthing centres, 14 CHS)

- 2012 –National symposium and BFI Assessor training, BFI Practice Outcome Indicators Completed
- 2013- BFI integrated in *Qmentum Standards for OBS/ Perinatal Services for Accreditation Canada*



BFI Designated Facilities in Canada

	BC	SK	MB	ON	QC	Total
Hospitals	2		1	3	6	12
Birthing Centres					7	7
Community/CLSC		1	1	16	92	110
Native Health Center					1	1
Total	2	1	2	19	106	130

Infant Feeding Surveillance

- *BCC definitions*
- *CCHS data (caution with small sample size and recall bias)*
- *Maternity Experiences Survey*
- *No national infant feeding surveillance system*

Infant Feeding Surveillance

- *The British Columbia Pan-Canadian Breastfeeding Jurisdictional Scan*
- *NL monitoring data, mandatory for Public Health*
- *NB initiation, exclusivity and discharge*
- *NS initiation, exclusivity and duration (pilot)*
- *Ontario BORN and LDCP*
- *Manitoba Infant Feeding Database*
- *Nunavut and Saskatchewan data collection systems*

Structure:

Membership:

Past Chair
Chair/ Acting Chair
Chair Elect
Treasurer
Secretary
Members at large

BCC Board

BCC Provincial
Territorial
Implementation
Committee

BFI Assessment
Committee



The Baby-Friendly Initiative (BFI) in Canada Status Report

**Summary: Provincial and Territorial BFI Activity
(2014)**

Provincial perspective of BFI



Newfoundland & Labrador

- Baby-Friendly Council of NL- designated provincial body for BFI implementation
- Provincial Breastfeeding Consultant (0.5 position)
- Annual provincial government funding
- Provincial Breastfeeding Strategic Plan (1999, 2008, 2014)



Baby-Friendly
Newfoundland & Labrador



Baby-Friendly Council of Newfoundland and Labrador

www.babyfriendlynl.ca



Baby-Friendly
Newfoundland & Labrador

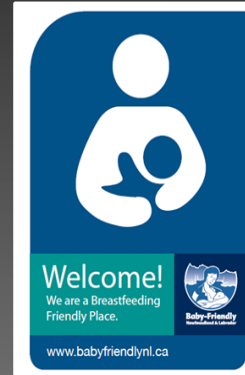
A GREAT START
A Breastfeeding Strategic Plan for Newfoundland and Labrador 2014-2017



> 2100
Facebook
Members



Delay the Bath 'Make Breastfeeding
>65,000 views on Facebook



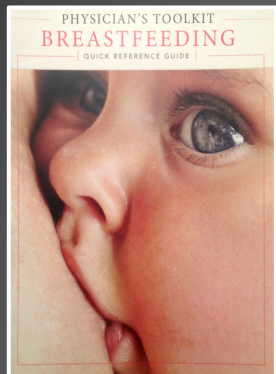
Toolkit



New Website!



Health Professional
Education



Research Initiative



Provincial Resources



Mother-to-Mother Support
Facebook Group



Poster Campaign



Metrobus Ads

NL

- 2013-14 BFI Self-Appraisal in all four RHAs
- BFI education >600 Health Care Providers
- Physician Tool Kit resource
- Health professional association leadership/advocacy



NL

- Strong research agenda
- BF hospital data for 30 years (mandatory for public health to collect BF data-90% seen by public health)



Baby-Friendly
Newfoundland & Labrador

Prince Edward Island

- **PEI Breastfeeding Coalition** hosted a Provincial Symposium 2015
- **Baby Friendly Steering Committee** established by Health PEI 2014 to provide:

Nova Scotia

- Provincial Breastfeeding Steering Committee (est 1999)
- Provincial Breastfeeding Policy (est 2005, revision 2015)
- Thrive! government strategy for healthy public policy 2012 (breastfeeding a key priority)

NS

- Provincial Formula Purchase Agreement
- Data collection:
 - pilot project for community exclusivity and duration



New Brunswick

The NB BFI Advisory Committee – provincial authority

- Support to Health Care Facilities
- Policy and Protocols
- Public Awareness, Education and Breastfeeding Community Support
- Surveillance, Research and Evaluation

Quebec

- 1997 mandated implementation of BFI
- Provincial breastfeeding guidelines 2001 to present
- Provincial Public Health Program 2003-2015 mandated the implementation of BFI for hospitals and community
- Ministère de la Santé et des Services Sociaux lead provincial role for BF
- Responsible for assessment and certification of BFI in Quebec



Quebec

- Quebec has 106 designated facilities
 - 92 CLSCs or community health centers
 - 7 birthing centers
 - 6 hospitals
 - 1 aboriginal health center

First Baby Friendly Aboriginal Centre

- Kanesatake Health Centre
- Peer counselor
- 1995 32% initiation rate
- 2011 90% initiation and duration rates!



Ontario

- BFI Ontario

- provincial authority for BFI implementation in Ontario (over 300 people)
- Knowledge exchange: Ask and Assessor and BFI expo

- Ministry of Health and Long-Term Care

- Government goal to reduce childhood obesity by 20% by 2018
- 2009: Provincial Council for Maternal and Child Health (PCMCH) led Breastfeeding Supports expert panel
- 2011: Implemented the BFI Status performance indicator for Ontario's 36 Public Health Units
- 2013: Healthy Kids Panel report, *No Time to Wait: The Healthy Kids Strategy*

http://www.health.gov.on.ca/en/common/ministry/publications/reports/healthy_kids/healthy_kids.pdf

ON

- In October 2013, Ontario announced new investments of \$2.5 million each year, 2013 to 2016, for enhanced breastfeeding supports:
 - Providing 24-hour telephone access to expert support for mothers who are breastfeeding.
 - Supporting Ontario's hospitals and community health care organizations with training, tools, guidance and resources and adopt clinical best practices in infant feeding that meet BFI designation requirements.
 - Targeted support for mothers in population groups that have lower rates of breastfeeding.



Baby-Friendly Initiative Ontario

ON

- Ontario's Human Milk Bank
2013 Mt Sinai Hospital, Hospital
for Sick Children and Sunny
Brook
- *Breastfeeding Matters*, a parent-
friendly resource, maintained by
Best Start Resource Centre,
updated in 2013
- 2009: Better Outcomes Registry
and Network (BORN) and
recently LDCCP supports
collection of BF data



Manitoba

- Baby Friendly Manitoba designated by Manitoba Health, Healthy Living & Seniors as the provincial authority for implementing BFI



MB

- Annual Baby Friendly Manitoba host conference & quarterly telehealth research rounds
- SharePoint site



MB

- Baby Friendly MB Resources (posters, crib cards, magnets, measuring tapes, Babies Best Chance, infant feeding resources)
- Breastfeeding and Baby Friendly information on MB Health website
- Congratulations! Manitoba now has two BFI designated facilities!

Saskatchewan

- Provincial Territorial BCC representation
- Provincial early childhood assessment services support BFI
- Provincial handouts for child health clinics support BFI
- Saskatchewan has one CHS designated BFI



BREASTFEEDING MATTERS
SASKATOON

Alberta

- Alberta Breastfeeding Committee
- Ministry representation on ABC and BCC PT Committee
- Community based Human Milk Bank
- Provincial Surveillance – in process



Alberta

- Alberta Health Services (AHS) Provincial STORC Breastfeeding Module Working Group
- AHS 2013 provincial environmental scan
- AHS online breastfeeding module for healthcare providers
- AHS *Healthy Parents, Healthy Children* print and online resources





British Columbia

BC Baby Friendly Network designated by Ministry of Health and Ministry of Children and Family Development as the implementation committee for the BFI

BC



- HealthLink BC - breastfeeding lab established to build capacity of 24/7 telehealth nurses to manage breastfeeding enquiries.
- Provincial Formula contract signed by all health authorities.

BC

- Expansion of BCW Human Milk Bank. Milk depots implemented in one health authority with plans for implementation of depots in other HA's.
- Peer to Peer milk sharing HCP resource being developed.
- Proposal submitted to provincial steering committee for a Provincial BFI coordinator.



Yukon

- Yukon Government's Community Nursing Branch is committed to providing BF education to all nursing staff.
- No BFI group and no provincial/territorial strategies for BFI implementation



Nunavut



- Department of Health & Social Services lead role for BF services
- FNIHB -CPNP and mat/child health programs
- Participate on BCC P/T implementation committee
- No Territorial BF committee established
- Nutrition Framework and Public Health Strategy specify BF is a priority
- Maternal and Child Health Surveillance System, collecting data at birth, 6 months & 1 year

Northwest Territory

- Ministry, CPNP, health services, aboriginal health and mother support are working with BFI Assessment Committee to build awareness capacity
- Member of BCC PT Committee
- Capacity building workshop held
- BFI Certificate of Participation signed by Minister of Health and Social Services



BCC future directions:

- P/T Implementation Committee lead in BFI journey toward designation
- Assessment Committee arms length support to facilities, building capacity of PT members
- Focused attention for hospital facilities
- BCC sustainability (financial and governance)



- Need for a national BFI Strategy
- Code compliance and national formula contracts,
- Robust national BF surveillance system
- International accountability

IWK Health Centre BFI highlights:

- Step 2: MaD course mandatory
- Step 3: informed decision making tools/resources
- Step 4: Skin to skin (transfer/painful procedures)
- Step 6: Medical supplementation & donor milk
- Step 10: postpartum discharge clinic
- The Code:
 - NS Infant formula contract

NS Infant Formula Contract

- RFP

- Explicit requirement r/t the Code
- Weighting of Evaluation Criteria
- Pricing
- Health Canada recommendations versus requirements

- Contract

- Code adherence expectations
- Education of HCP
- Labelling
- Product advertising
- Donations
- Pricing

Recommendations:

- Leadership support
- Interprofessional team
- Consult BCC
- Market research
- Pricing
- Requirements versus recommendations
- Legal advice
- Critically appraise research material
- Education
- Communication
- Access to contract for the BCC
- Create future expectations
- Develop provincial/national contract

Thank you!

