



# Baby-Friendly Initiative Ontario

## Chair Report May 2017 to April 2018

Baby-Friendly Initiative Ontario (BFI Ontario) is pleased to present a brief summary of activities that were provided over the past year. We are so excited and grateful for all the efforts of the membership to continue to support, promote and protect infant feeding. The landscape in Ontario is changing. BFI is recognized as a designation that demonstrates quality care that is spreading throughout our province. It is your hard work that is changing tomorrow for our future. The following is a brief summary of BFI Ontario activities this past year.

This year the sisterhood of the BFI Ontario executive was evident as members took on tasks to help support other executive members when life challenges presented. As we move into 2018 we are grateful that we are back together and some additional members have stepped up to fill some of the vacancies. We wish to thank the membership for their patience during the times of multiple transitions. Our current list of Executive members and roles are as follows:

### BFI Ontario Executive Members:

<b><i>Role:</i></b>	<b><i>Member:</i></b>
<b><i>Co-Chair Community</i></b>	<i>Jenny Vandermeer</i>
<b><i>Co-Chair Hospital</i></b>	<i>Margaret Sherratt</i>
<b><i>Past Chair</i></b>	<i>Tanis Brown</i>
<b><i>Chair Elect Community</i></b>	<i>Wendy Lahey</i>
<b><i>Chair Elect Hospital</i></b>	<i>Vacant</i>
<b><i>Membership</i></b>	<i>Shannon Boyd</i>
<b><i>Political Advocacy</i></b>	<i>Gillian Szollos</i>
<b><i>Social Media</i></b>	<i>Vacant</i>
<b><i>BFI Ontario Assessment Coordinator</i></b>	<i>Marg LaSalle</i>
<b><i>Treasurer</i></b>	<i>Hiltrud Dawson</i>
<b><i>Breastfeeding Committee for Canada</i></b>	<i>Kathy Venter</i>
<b><i>Communications</i></b>	<i>Laura Dueck</i>
<b><i>Website Administrator</i></b>	<i>Karen Nielsen</i>

This past year the executive, along with several members from BFI Ontario, partnered with the BFI Strategy and worked together to deliver the BFI Expo 2017 in Halton Region. On May 4 & 5, 2017, 132 participants came to share, encourage and learn together. Special thanks to Anna West, for all your hard work and creative problem solving while wearing many hats at the conference located at your workplace. This chart is a summary of the speakers and the key topics that were shared. Please consider joining the planning committee as planning will be beginning soon for BFI Expo 2019.

Speaker	Topic
<i>Emma Allen Vercoe</i>	Supporting Microbiome
<i>Louise Dumas</i>	Skin to Skin Safe Care
<i>Louise Dumas</i>	The Science of BFI
<i>Louise Dumas</i>	Do you want to be an Assessor?
<i>Jo Watson</i>	Promoting Exclusivity of Breastfeeding
<i>Michelle Buckner</i>	Peer Support
<i>Megan McMurty</i>	Procedural Pain
<i>Gillian Elliot</i>	What do women want?
<i>Jackie Barrett</i>	BFI journey to Re-Designation
<i>Kathy Venter</i>	BFI and the WHO Code
<i>Karen Moynagh</i>	Using Data to Shape Change
<i>Marg LaSalle</i>	Becoming a BFI Assessor
<i>Val Spironello</i>	Compassion Fatigue

We are thankful for the support of BFI Strategy in the successful planning and implementation of the poster presentations delivered at the Expo. The poster presentations allowed many centres to showcase their infant feeding projects. A total of 20 posters and 43 presenters attended with the fiscal support from BFI Strategy. The evaluations showed this as a meaningful tool for conference attendees and will be an important feature for future Expos.

Quote from participant at the BFI Ontario Expo- **“The engagement strategy for the posters were awesome. Each poster should have gotten an award as so much information “**

The 5 general membership meetings have been well attended. They continue to provide a forum of support, communication, networking and sharing as we all work through various stages of BFI. These teleconference meetings are also a great way to hear national and provincial reports of BFI progress. Reports from Breastfeeding Committee for Canada (BCC), BFI Assessment Committee, BFI Strategy and Ontario Public Health Association (OPHA) are shared at each meeting. This year we began to offer a Hot Topic item at each meeting. This interactive education session provides information and or perspective on an emerging topic that supports the BFI 10 Steps and WHO Code.

### *Summary of Speakers for 2017/2018 to date Hot Topics*

<b>Topic</b>	<b>Speaker</b>
<b>2017 BFI Revised Indicators</b>	<i>Marg LaSalle</i>
<b>Advocacy vs Lactivism</b>	<i>Kathy Venter</i>
<b>Cup Feeding Discussion</b>	<i>Jenny Vandermeer</i>
<b>Lessons Learned through BFI Designation</b>	<i>Cathy Walker, Nancy Cleary, Kerri Grummett</i>
<b>Dextrose Implementation</b>	<i>Leah Baetz Craft, Tanya Levit</i>

A special thanks to Hiltrud Dawson and Best Start for their ongoing support with Adobe Connect. A true testament of the saying, "It takes a village".

BFI Ontario has been excited to have sent congratulations letters to 4 hospitals (both dual sites) and 3 community health services that have achieved BFI designation this past year. Congratulations to the newly designated facilities!

This year the Ontario Ministry of Health and Long Term Care (MOHLTC) have had several changes to leadership working with the breastfeeding portfolio. We have had two opportunities to speak with ministry representatives to continue to advocate for families within our circle of care. Relationship building with the Ministry will be a prime goal for the upcoming year.

BFI Ontario membership has been working diligently to make outreach connections provincially and nationally. In Sept 2017, two BFI Ontario members attended and presented at the National Symposium-Creating Change in Moncton, New Brunswick. In January 2018, two members of BFI Ontario were excited to participate in the "Pumps for Premies" think tank hosted by the BFI Strategy. It is exciting to hear and learn about how the future is changing for this vulnerable population.

#### **Membership Report – Shannon Boyd**

BFI Ontario membership is steady, with some members not renewing their membership and some new members joining.

- Mailchimp continues to be used successfully to manage the membership mailing list and to keep membership up-to-date.
- BFIO accepts membership payments through PayPal or credit card only.
- Membership fees continue to remain at the rates set in 2015.
- New and renewal memberships continue year-round, however there does seem to be a trend of increased renewals during the first quarter of the year and at the end of the year.

- It is notable that there are several members who remain active through a Group Membership, but who unsubscribe from the mailing list.

### *Membership fee structure*

<b>Membership type</b>	<b>Cost</b>
<b>Individual</b>	<b>\$20</b>
<b>Group (2-5 members)</b>	<b>\$50</b>
<b>Group (6-10 members)</b>	<b>\$100</b>
<b>Group (11-25 members)</b>	<b>\$250</b>
<b>Group (25+ members)</b>	<b>\$400</b>

### *Membership numbers*

<b>Membership type</b>	<b>Number</b>
<b>Individual</b>	<b>65</b>
<b>Group A (2-5 members)</b>	<b>48</b>
<b>Group B (6-10 members)</b>	<b>13</b>
<b>Group C (11-25 members)</b>	<b>4</b>
<b>Group D (26+ members)</b>	<b>1</b>
<b>Total memberships</b>	<b>131</b>

### *Sector representation*

<b>Sector</b>	<b>Individual</b>	<b>Group</b>
<b>Public Health</b>	<b>7</b>	<b>31</b>
<b>Hospital</b>	<b>13</b>	<b>15</b>
<b>CHC</b>	<b>6</b>	<b>12</b>
<b>FHT</b>	<b>4</b>	<b>3</b>
<b>Midwives</b>	<b>3</b>	<b>0</b>
<b>Breastfeeding organizations</b>	<b>11</b>	<b>4</b>
<b>Colleges/ Universities</b>	<b>5</b>	<b>0</b>
<b>First Nations</b>	<b>0</b>	<b>1</b>
<b>Unknown</b>	<b>11</b>	<b>0</b>
<b>Total</b>	<b>60</b>	<b>66</b>

## ***Geographic representation***

BFI Ontario retains good representation of members from across the province. We also maintain a few members from other provinces and from the United States.

### **Communications Report – Laura Dueck**

One of BFI Ontario's goals is to facilitate accurate and timely information to members regarding breastfeeding and the Baby-Friendly Initiative. Laura Dueck took over the role of Communications last spring from Wendy Lahey. Laura is responsible for taking the minutes of the Executive Meetings and circulating communications to the BFI Ontario membership. There are currently about 385 members and the MailChimp website service has effectively supported the sharing of approximately 80 messages over the past year.

### **BFI Ontario Assessment Coordinator Report – Marg LaSalle**

The position of Chair of the BFI Assessment Committee for BFI Ontario was redefined by the executive in 2017 and the title was altered to BFI Ontario Assessment Coordinator. The Terms of Reference now reflect the requirements of the position and the work entailed. Many facilities in Ontario have been active over the past year with the implementation of the BCC's BFI 10 Steps and WHO Code Outcome Indicators for Hospitals and Community Health Services. As of December 31, 2017, Ontario had 39 designated facilities including 8 hospitals and 31 community health services. Eleven facilities in Ontario have been Re-Designated.

In 2017 the following facilities in Ontario were designated:

#### Hospitals

North Wellington Health Care

- Palmerston and District Hospital
- Louise Marshall Hospital

Trillium Health Partners

- Credit Valley hospital
- Mississauga hospital

#### Community Health Services

- Timiskaming Health Unit
- Woolwich Community Health Centre
- Simcoe Muskoka District Health Unit
- Carlington Community Health Centre

Two CHS's have undergone External Assessment and are implementing work plans to meet conditions.

The BCC has been piloting the eligibility of a family health team in Ontario for Baby-Friendly assessment. The pilot will end in early 2018. Facilities such as family health teams can approach the BCC through their provincial organization and their application for BFI assessment is considered on an individual basis.

Throughout 2017, BFI designation remained an indicator to measure public health unit performance in accordance with the Accountability Agreement. Reports about Ontario health units and their implementation of BFI have been provided to the Ministry of Health and Long Term Care in January and July of each year.

Ontario presently has two lead assessors, five assessors and ten assessor candidates. All assessment work is done in close collaboration with the Breastfeeding Committee for Canada. Marg LaSalle, the BFI Ontario Co-Chairs, and Vicky Hill represent BFI Ontario at the BCC's P/T Committee. Marg La Salle and Kathy Venter Co-Chair the national BFI Assessment Committee and both sit on the BCC's Board with Kathy also serving as Co-Chair of the Board.

A refresher day for assessors and assessor candidates was held in Oakville in March 2017 and 16 people were able to attend. The day provided an opportunity for assessors and assessor candidates to become updated, develop skills and network. The BFI Strategy for Ontario provided financial support for the event and the venue was provided by Halton Region.

During 2017 assessors have provided guidance and collaboration with members of the BFI Strategy for Ontario in regards to the implementation of the Baby-Friendly Initiative in hospitals and community health services. Assessors have also participated in the review of documents for various organizations such as Best Start and assisted with various projects such as webinars.

Throughout 2017 the lead assessors and assessors have provided mentorship to many facilities in regards to their Baby-Friendly journey. The BFI Ontario Assessment Coordinator has participated in teleconferences and responded to many email inquiries about the Baby-Friendly Initiative and WHO Code from facilities in Ontario. Additionally, we have received and provided follow-up to inquiries that are received through the BCC website whenever the origin is from someone in Ontario as well as responded to questions posed by project leads, lactation consultants, students, and individuals from other provinces interested in the Baby-Friendly Initiative.

"Ask An Assessor" teleconferences were first launched in February 2014 and continue to be well attended. The teleconferences provide an opportunity for facilities to clarify and discuss issues with a lead assessor. During 2017 Ask An Assessor teleconferences were held in January and October.

## **Political Advocacy Report – Gillian Szollos**

Over the past year, Baby-Friendly Initiative Ontario members have brought forward several opportunities for advocacy on behalf of Baby-Friendly Initiative Ontario. Two advocacy letters were sent and a description of each is below:

- The first letter was sent to the Minister of Status of Women with the Federal Government regarding Women’s Day March 8, 2017. It was brought to our attention that poster designs for the Women’s Day campaign included an image of a man bottle feeding a young child. Our letter stressed that images of bottle feeding undermine breastfeeding as the normal way to feed young children, and they are inconsistent with BFI best practices. Additionally, it was clarified that images of bottles are incongruent with the government’s strategy objectives for supporting the health and nutrition of infants and children. A few image suggestions were provided along with the encouragement for federal government communications departments to have a policy document to ensure that the health promotion messages surrounding infant feeding and the BFI are reflected in all communications, regardless of the department. A response was received from the Deputy Minister of Status of Women Canada, thanking BFIO for the feedback and suggestions.
- The second letter was sent in December to the Minister of Health and Long-Term Care regarding the ISPA Immunization Education module that was launched in the fall in Ontario Public Health Units. The module was developed to support parents making informed decisions around vaccinations. It was brought to our attention that not only did the video module miss out on including breastfeeding and skin-to-skin care as a method of managing newborn and young child pain during procedures such as immunization, it also included a visual image of a mother bottle feeding her baby. BFIO again pointed out that the image of bottle feeding is incongruent with the Canadian government’s strategic objectives in supporting the health and nutrition of infants and children, by normalizing and promoting bottle feeding. BFIO encouraged government communication departments to ensure health promotion messages reflect consistency with Health Canada’s recommendations in regards to infant feeding, and offered support and guidance with future module revisions. No response has been received to date.

## **Treasurer Report: Hiltrud Dawson**

### **Financial Report March 2017**

#### **Financial Statement for 2015/16**

We have not yet received our financial statement from T4Tax Services for the 2016/17 year. The statement will be sent to members once received. In place of the financial statement, a balance sheet follows this report. For the 2016/17 year, it looks like there was a large surplus of funds, but that was due to the Expo income from registrations coming in during the 2016/17 year, while most bills fell into the 2017/18 year.

#### **Previous Assets (March 8, 2017)**

Bank Account: \$22,244.11  
 PayPal Account: \$6,561.14  
**Total: 28,805.51**

**Current Assets (March 21, 2018)**

Bank Account: \$26,997.48  
 PayPal Account: \$1,956.13  
**Total: \$28,953.61**

**Membership Income**

Most membership payments remain at the previous level of \$20 for individual memberships and \$50 for agency (1-5 members) memberships. We have had a number of agency/group memberships at the \$100 and \$250 level.

**Current Expenses**

We have been able to keep expenses down this year, with two expense cheques still outstanding prior to year-end. Overall our income and expenses have been stable.

**Balance Sheet 2016/17**

Income	Membership cheques	Membership Paypal	Expo email registrations	Expo Paypal registrations	Total
<b>Total</b>	<b>\$1,060.00</b>	<b>\$4,833.00</b>	<b>\$225.00</b>	<b>\$21,726.29</b>	<b>\$27,844.29</b>

Expenses	Refunds	Charges PayPal	Teleconference	Website	Travel Expenses	Promotion	Expo refunds	Expo Eventbrite fees	Expo	Tax Services	BCC contribution	Total
<b>Total</b>	<b>\$733.00</b>	<b>\$786.80</b>	<b>\$819.75</b>	<b>\$0.00</b>	<b>\$504.99</b>	<b>\$505.32</b>	<b>\$103.50</b>	<b>\$666.75</b>	<b>\$9,788.36</b>	<b>\$339.00</b>	<b>\$742.80</b>	<b>\$14,990.27</b>

Income	27,844.29
Expenses	-14,990.27
<b>Balance</b>	<b>12,854.02</b>

In closing we feel this sums up the journey we all are taking to support, promote and protect infant feeding practices. ***“Alone we can do so little, together we can do so much” ~ Helen Keller***



Margaret Sherratt RN BScN IBCLC  
 BFI Ontario Co-Chair Hospital



Jenny Vandermeer RN BScN IBCLC  
 BFI Ontario Co-Chair Community