

Date action/support requested:	Action/Support Requested by:	Topic	Contact Person	Date of response	Action/Support Given	Result
Sept16/15	Kerry Kennedy	Be Sweet to Babies	Tanis	Sept 25/15	When babies have their vaccinations, there are things we can do to reduce their pain and distress during their injections. If you are unable to breastfeed during your baby's injection, hold your baby upright and skin-to-skin, and give a small amount of a sweet liquid called sucrose. This will help to lessen your baby's pain during immunization.	
April 22, 2015	BFI Executive	Childhood Health	Robyn	April 22, 2015	Advocacy letter sent to Civic Action organisers in support of Michelle Branco's letter asking that they withdraw the invitation extended to Dr. Wendy Johnson-Askew, VP of Corporate Affairs for Nestle US to participate in the "First 1000 Days" panel on Childhood Health.	No response recieved.
April 28, 2015	BFI Executive	Sponsorship of WHO Code violator	Robyn	April 28, 2015	Advocacy letter sent to ask obesity summit organisers reconsider	No response recieved.
Sept 15, 2015					Advocacy letter sent to BCC to advocate for changes to the language in the <i>BFI Integrated 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services</i> document so that it acknowledges the diversity of people who breastfeed, specifically, the LGBTQ population.	BCC from Michelle Ledrew on Feb 29, 2016 advising she would bring this forward to the BCC members.
	BFIO Membership	LGBTQ inclusive language	Robyn	Feb 26, 2016		
Feb 23, 2016	BFIO Membership	Infant feeding language on CPS website	Robyn	Feb 26, 2016	Advocacy letter sent to Canadian Peadiatric Society advising of concerns regarding some of the content on the Caring for Kids website as it pertains to infant feeding.	Feb 26 - feedback requested from CPS; Mar 02 - feedback provided by Robyn; Mar 03 - acknowledgement feedback was recieved; Apr 08 - f/u email sent by Robyn; Apr 13 - CPS to take feedback into consideration upon next website review
October, 2016	BFIO Membership	Immunize.ca language around comfort measures	Robyn		Issue discussed at executive meeting and BFI Lead Assessor determined advocacy was not necessary at this time	Lead assessor reported back to membership of rationale
					Letter sent to BAbY Box Canada advising that provision of product samples to parents can provide a commercial influence and this can impact a parent's ability to make an informed decision and that BFIO have advised members that BFI Ontario does not endorse or associate with any company, product, or program.	
May 2016	BFIO Membership	Baby Box Canada	Robyn	May 29, 2016		
June, 2016	BFIO Membership	Baby Box Canada & Baby Box Co	Robyn	June 29, 2016	Briefing note outlining differences between the 2 companies and BFIO recommendations regarding not endorsing any company or product was distributed to membership via email.	Public Health Unit managers drafted their own message and referenced the briefing note.
January 2017	BFIO Executive	PR response	Robyn	Feb 1, 2017	Briefing note addressing recent media releases regarding the death of Florence Leung, and the perception that the Baby-Friendly Initiative pressures mothers to breastfeed.	Briefing note sent to BFIO membership.