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**Chair Report May 2012 to April 2013**

The Baby-Friendly Initiative (BFI) in Ontario continues to gain momentum and BFI Ontario is working to provide support to organizations who are working toward or maintaining designation as well being a resource and advocate to other groups throughout the province, including people at the Ministry level.

Throughout the year Kimberley Ross and Anne Smith have gradually taken on the positions of Co Chairs of BFI Ontario. It is good to have representation from both the hospital and community sectors. Thanks to Eileen Chuey for mentoring us as we have moved into these roles.

The new name has been gradually incorporated into resources and a media release was sent out to inform organizations and the public of the change. It represents well the work that we do and emphasizes the inclusiveness of all families.

We have continued to operate from the same Terms of Reference and Logic Model as updated in 2012. Many activities on the logic model are completed or in progress and updates will be made in 2014.

**Communication/Membership – lead Hiltrud Dawson**

We continue to offer single, agency and group memberships. More and more agencies are joining BFI Ontario. Specific things to report for this year are:

* Members can now create their own login and access the member’s only resource once logged in.
* We are still in discussions with BCC to bundle membership. This means a portion of the BFI Ontario membership will support the BCC activities.
* Membership fees are supporting many things; our teleconferences, conference attendance for members, taking the display to a conference, having Dr. Bergman in Ontario and supporting three additional events with higher hospital audience.

We have had some growth in the agency membership (5 new), but we have added 5 individuals as well. Most health units have an agency membership with multiple (2 – 9) members. We have gained new members from public health, community health centres, hospitals, doulas and lactation consultants. We continue to have a government representative.

The table below shows the current distribution of members. The numbers in brackets in the agency and group columns are the actual persons represented by those agency and group memberships.

Members come from different types of organizations and professions as shown in the first table with a total of 305 individuals represented. We also have good representation across the province as shown in the second table.

Representation by sector

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type of organization or service provider | Individuals  (affiliation if known) | Agencies | Groups | Total |
| Public Health | 6 | 31 (161) | (6) | 174 |
| Hospitals | 6 | 7 (38) | (3) | 47 |
| CHCs |  | 6 (18) | (4) | 22 |
| First Nations Organizations |  | 2 (7) |  | 7 |
| Child and Youth Organizations | 1 | 1 (1) |  | 2 |
| NGOs | 2 | 2 (7) |  | 9 |
| Government | 1 |  |  | 1 |
| La Leche League  Doulas/peer support | 4 |  |  | 4 |
| Lactation consultants/  childbirth educators | 4 |  | (6) | 10 |
| College/University | 1 |  | (3) | 4 |
| Family physicians/  midwives/fhts | 2 |  | (1) | 3 |
| BCC Representatives | 1 |  |  | 1 |
| No affiliation | 5 |  | (16) | 21 |
| Total | 33 | 50 (232) | 1 (40) | 84 (305) |
| New members | 5 | 5 (21) |  | 9 (17) |

Geographic representation is described in this table.

|  |  |  |
| --- | --- | --- |
| Geographic area | Number | Total members |
| North | 0 + 7 (35) | 35 |
| East | 5 + 9 (29) + 1 (40) | 74 |
| Central East | 4 + 5 (20) | 24 |
| Central West | 9 + 8 (55) | 64 |
| Central South | 1 + 7 (37) | 38 |
| South West | 8 + 8 (39) | 47 |
| Toronto | 4 + 2 (9) | 13 |
| Provincial | 3 + 2 (7) | 10 |
| Other |  |  |

**BFI in Community Health Services – lead Grace Machado**

The Ontario BFI in CHS committee continues to strengthen and grow its membership in 2012-2013. There are over forty community health services (including Public Health and Community Health agencies) in this committee, many of whom gather quarterly via teleconference to network, share resources and support one another’s journey towards achieving designation. This collaboration continues between each community health service and their neighbouring hospital partners, to provide a seamless transition of BFI messaging from hospital to the community. This partnership certainly benefits the clients we care for. Thank you to BFI Ontario who will continue to sponsor this committee’s teleconferences.

**Social Media – lead Karen Nielsen**

Our new website is up and running as of January 2013. Karen Nielsen is currently the administrator of this site with plans for Dawn Hanes to become a co-administrator in the near future. The new site will only have resources that are based on the 10 step plan in keeping with the BCC BFI Integrated 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services. The website uses Wordpress as its publishing platform, which makes it more user-friendly than our previous site. The new site is equipped with the ability to do event registrations as well as membership payments. The opportunity to link to other forms of Social Media such Twitter and Facebook are available if the group decides to use these. Resources to the site have inadvertently been dropped with the transition from the old site to the new one. We are looking to replace or add any resources that members are willing to share.

**BFI Ontario Assessment Committee Annual Report for 2012 –lead Kathy Venter**

The BFI Ontario Assessment Committee has been busy over the past year in a number of venues. Kathy Venter, committee chair, is the first point of contact and shares the work with the five active Ontario assessors (Marg La Salle, Karen Nielsen, Joanne Gilmore, Lori Levere and Louise Gilbert) and one assessor candidate (Eileen Chuey). In Ontario the first step in the BFI process is a Certificate of Intent and to date 25 Certificates of Intent have been issued. An inventory of Ontario hospitals and community health services and their progress with the Baby-Friendly Initiative is kept by Marg La Salle.

Ontario now has a total of 14 designated facilities including 3 hospitals and 11 community health services. Four of the 14 designated facilities have been successful in redesignation.

Hospitals

* Grand River Hospital, Kitchener (2008)
* St. Joseph’s Health Care, Hamilton (2003/2010)
* Toronto East General Hospital (2007/2012)
* Community Health Services
* Algoma Public Health (2010)
* Centretown Community Health Centre (2012)
* Chatham Kent Public Health (2010)
* Halton Region Health Department (2009)
* North Bay Parry Sound District Health Unit (2011)
* Peterborough County-City Health Unit (2008)
* Region of Peel Public Health (2009)
* Somerset West Community Health Centre (2007/2012)
* Thunder Bay District Health Unit (2006/2011)
* Toronto Public Health (2013)
* Wellington-Dufferin-Guelph Public Health (2013)

As of April 2013 there is 1 facility with an incomplete assessment, 3 facilities in the process of preassessment, and 3 facilities scheduled for assessment during this calendar year. The BFI Ontario Assessment Committee works in close collaboration with the Breastfeeding Committee for Canada Assessment Committee for all stages of assessment for the Baby-Friendly Initiative. Two members, Kathy Venter and Marg La Salle, also sit on the national Breastfeeding Committee for Canada BFI Assessment Committee.

The BFI Ontario Assessment Committee has met with the Ontario Ministry regarding the implementation of the Baby-Friendly Initiative in hospitals and health units. BFI designation is an indicator to measure public health unit performance in accordance with the Accountability Agreement for 2011-2013 and reports to the Ministry are provided biannually. Mentoring facilities and providing support in the Baby-Friendly journey are important aspects of the work of the provincial assessment committee. During the past year we received and responded to inquiries about the Baby-Friendly Initiative and WHO Code and subsequent WHA Resolutions as related to the Baby-Friendly Initiative. Eight capacity building visits (telephone and in-person) were completed provincially and Kathy Venter has provided opportunities to build capacity in Alberta, Manitoba and New Brunswick. Committee members have also served as consultants for projects with the Better Outcomes Registry and Network (BORN) and Locally Driven Collaborative Projects (LDCP) - Breastfeeding Data Surveillance, Best Start, Registered Nurses Association of Ontario (RNAO) and the Southwestern Ontario Maternal, Newborn, Child and Youth Network (CYN).

**Political Advocacy – lead Lori Levere**

2012 has been an eventful year in terms of policy and political action for the BFI Ontario.

The BFI Ontario has been fortunate to have had an increased opportunity to collaborate for consistent best practices through the Baby Friendly Initiative with the assistance from Janette Bowie, Program and Standards Advisor Ministry of Health and Long Term Care. The Ministry of Health Promotion and Sport (MHPS) has proceeded with activities to assist Ontario Public Health Units to fulfill the accountability agreements regarding Baby Friendly Initiative Status. Health units were offered and have been engaged in completing a BFI status Report with a Reference guide to assist the completion of aspects of reporting progress toward designation. Public health units (PHUs) are now actively engaged to report their BFI status to the Ministry of Health Promotion and Sport as requested using the Public Health Unit BFI Status Report. The obligation to report has increased the commitment to engage in BFI work and it is hoped that this will impact growing breastfeeding rates within the province.

With respect to hospital partnerships, best practices and the BFI Ontario, The Council for Maternal Child Care has been the bridge for consultation between the Ministry of Health and Long Term Care and the BFI Ontario. BFI Ontario member participation in the Council for Maternal Child Care forums regarding the importance of skin to skin care within the Baby-Friendly Initiative resulted in the development of a ***Mother-Baby Dyad Care Implementation ToolKit*.** This toolkit has been presented in 2012-2013 in webinar series for hospitals. As a result skin to skin care as a protocol for practice has been implemented as a necessary standard in many if not all Ontario hospitals.

The Healthy Babies Health Children Program has recently undergone changes in the design of the program during the last year. The areas of redesign were in regard to the HBHC screen for which an evaluation process was conducted. This resulted in differences in identifying families at risk. The BFIO has been attentive to these changes within the HBHC screen since breastfeeding efficacy is an aspect of importance impacting breastfeeding rates. It was in the interest of BFIO to identify breastfeeding problems upon discharge from hospital as a verified risk factor. HBHC program redesign affects the transition of newborn-mother dyads to available supports in the community (BFI Step 10).

BFI Ontario was able to submit to the Ministry of Youth & Child Services a summary of areas where the Nursing Child Assessment Satellite Training (NCAST) series, a series used to educate those implementing the new program differed with principles inherent to some aspects of BFI. The resources which would be used for clients under the new design of HBHC were also examined and evaluated in the submitted summary for BFI compatibility. The effects of this communication have not resulted in the official changes anticipated but communication is ongoing as many health units try to comply with the aforementioned accountability agreements.

This year BFI Ontario members have provided useful information for the review and revision to (Better Outcomes Registry & Network Ontario) BORN data Collection methods. BORN is a Prescribed Registry under Ontario’s Personal Health Information Protection Act 2004 (PHIPA), previously the Ontario Perinatal Surveillance System – OPSS. Since the BORN mission includes *the* ***mobilization information and expertise*** *to optimize care and contribute to a high-performing healthcare system* BFIO was well placed to advise on the revision of data collection to assist the efforts of those seeking data for the purpose of tracking rates for BFI designation.

**Treasurer - lead Donna Zukiwski**

May 1, 2012   ....................................................... Balance   $14,705.95

Income for year        $40,217

Expenses for year       $7,303.7

 Income-Expenses =$32,913,41

 April 25, 2013  .........................................,,........ .....Balance  $47,619.36

This balance includes approximately 75 registrations for the BFI Expo (check and paypal).

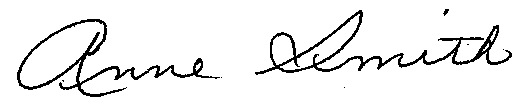
There are several other expenses to cover in the next few months including BFI Expo 2013. The only expense covered for that event to date is $3500 to Doubletree Fallsview Niagara.

**Some additional activities of BFI Ontario:**

* BFI Ontario was represented on the Breastfeeding Committee for Canada Provincial/Territorial BFI Implementation Committee four teleconferences by Eileen Chuey or Anne Smith
* Anne represented BFI Ontario at a meeting with Life With a Baby to discuss adherence to Code and possibilities for promotion of breastfeeding and support for mothers
* Letters of congratulation were sent to Toronto Public Health and Wellington-Dufferin-Guelph Health Unit
* Completion and distribution of the Business Case for the Baby-Friendly Initiative. Many thanks to Nicole Ethier and Christina Baier for their work on this document
* Revision and printing of banners for BFI Ontario
* Working on the Key Messages for BFI document which is nearing completion. Hiltrud has done a tremendous amount of work to prepare this and we are thankful to her for her time and expertise
* Nicole Ethier represents Ontario in the teleconferences for BFI in Northern Communities
* A one-page tear off sheet describing BFI Ontario has been revised and is available for use

We want to express our appreciation for all the work that is being done locally and provincially to promote BFI as well to support and assess organizations as they work to achieve and maintain BFI designation.

Respectfully submitted,

Kimberley Ross Anne Smith

Co Chairs of BFI Ontario