



# Baby-Friendly Initiative Ontario

## Chair Report May 2015 to April 2016

Baby-Friendly Initiative (BFI) Ontario is pleased to provide this synopsis of our work over the past year. The reports indicate the commitment and energy provided by the executive to enhance BFI in Ontario. We also acknowledge all the work done by BFI Ontario members throughout the province as you support your organizations and communities to implement the best practices as outlined by the Breastfeeding Committee for Canada's BFI Integrated 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services.

BFI Ontario continues to provide support to organizations who are working toward or maintaining designation. We are also a resource and advocate to other groups throughout the province, including people at the Ministry level.

Over the past year we have been in consultation with a variety of organizations working to develop resources with a focus on pain management strategies for babies and children (ie. immunizations or blood work).

BFI Ontario continues to be involved with the BFI Strategy Implementation supported by the Ministry of Health and Long Term Care (MHLTC), having representation on the steering committees and consultation meetings to brainstorm on additional opportunities for future funding. The strategy supports Ontario's hospitals and community health care organizations with training, tools, guidance and resources to help them achieve the BFI designation. Toronto East General Hospital is the lead and is working with the Provincial Council of Maternal and Child Health as well as Best Start Health Nexus. BFI Ontario is often involved in a consulting role.

A successful BFI Expo was held last May 2015 and BFI Expo 2017 planning is underway.

There is effort to increase the awareness of BFIO membership by increasing displays at conferences, updating and purchasing more displays, and investing in promotional items.

A needs assessment of the membership will be disseminated this spring to support ongoing planning and evolving BFIO as momentum towards a Baby-Friendly province continues to grow.

We have continued to operate from the same Terms of Reference and revisions have been made in 2015. The Logic Model was reorganized to reflect current opportunities, priorities and a mechanism for tracking our membership's efforts in BFI successes.



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## Membership – Anna West

### Membership report 2016

BFI Ontario continues to gain new group and individual memberships. Changes were made to the membership structure on January 1<sup>st</sup>, 2016. Changes include:

- *Simplification of membership types. Previously, membership types were “single”, “agency” and “group”. On January 1<sup>st</sup>, this was changed to “individual” and “group”.*
- *Change of fee structure. This was done to simplify membership costs and make cost per member more consistent (see table below).*

Current fee structure		New fee structure	
Single	\$20	Individual	\$20
Agency (2-9 members)	\$50	Group (2-5 members)	\$50
Group (10-19 members)	\$200	Group (6-10 members)	\$100
Group (20-29 members)	\$300	Group (11-25 members)	\$250
Group (30-39 members)	\$400	Group (25+ members)	\$400
Group (40-49 members)	\$500		
Group (50+ members)	\$600		

- *The annual renewal date was changed from calendar year to payment received date. Renewals are now received throughout the year and are valid from one year from date of payment.*



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### **Group memberships**

<i>Group type</i>	<i>Number</i>
<i>Group A (2-5 members)</i>	35
<i>Group B (6-10 members)</i>	26
<i>Group C (11-25 members)</i>	4
<i>Group D (26+ members)</i>	1
<i>Total</i>	66

### **Sector representation**

*Membership continues to grow; we have added 7 new individual memberships and 9 new group memberships.*

<i>Sector</i>	<i>Individual</i>	<i>Group</i>
<i>Public Health</i>	7	33
<i>Hospital</i>	10	12
<i>CHC</i>	7	10
<i>FHT</i>	7	4
<i>Midwives</i>	2	0
<i>Breastfeeding organizations</i>	15	5
<i>Colleges/ Universities</i>	5	0
<i>First Nations</i>	1	2
<i>Unknown</i>	14	0



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<b>Total</b>	68 (7 new)	66 (9 new)
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## **Geographic representation**

*We have a good representation of members from all over Ontario. We also have a few members outside Ontario, from Manitoba, British Columbia and Ohio.*

## **Communications – Wendy Lahey**

Wendy is responsible for the minutes of the Executive Meetings and circulating communications to the BFI Ontario Membership. There are currently 450 members included on the BFI Ontario email distribution list. BFI Ontario's goal is to facilitate accurate and timely information to members regarding breastfeeding and the Baby-Friendly Initiative.

## **BFI in Community Health Services – Jenny Vandermeer**

The Ontario BFI in CHS group continues to thrive with over 60 participants, representing 46 community health services including Public Health and Community Health organizations. We continue to have lively discussions at our quarterly teleconferences supporting the great work being done across the province, sharing innovative, new resources and celebrating pivotal milestones in everyone's unique Baby-Friendly journey. Common themes of discussion within this group are Skin-to-Skin, Safe Sleep for Infants, and accessing resources to support and implement changes in their facility. This group continues to have strong leadership in its members as many are actively connected to other provincial groups, such as the Ontario Public Health Association and the BFI Strategy, and the Breastfeeding Committee as BFI Assessors/Candidates.

## **BFI Hospital Network Group –**

The goal of this group is to convene by teleconference three times a year, to provide hospitals with a forum for support, communication, learning, networking and sharing opportunities as they pursue various stages of the BFI journey. Over the past year this group has prioritized the "Ask an Assessor" as the preferred discussion forum to meet their BFI needs. The "Ask the Assessor" teleconferences will continue to be offered in 2016.

## **Social Media – Karen Nielsen**

### **BFIO Website Report**

The website has had upgrades to allow members to create and pay for then memberships in one step. The goal is to decrease the number of people paying by cheque. The website also has a mechanism added to track memberships and to send notifications for when a membership needs to be renewed.



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Bot prevention continues as new technology becomes available. This will be an ongoing issue to prevent spam memberships. Continue to notify me of any issues you might have in this area.

MailChimp capability has been added to the website to make mailing notices to the membership more streamlined.

A Facebook icon has been added to the website. When we develop our social presence, it will become available on our page.

Our resources page continues to grow, as always, new resources are welcome.

Our Educational Opportunities page is always a great place to post upcoming courses or conferences.

All members can now go to the Members Only section to access meeting minutes and annual reports.

The BFI Display can be ordered by filling out a request form. Be sure to order in advance as demand is high! We currently have two displays available to use. We will be adding another display featuring a Skin-to-Skin message for table top use in the near future.

An Events Calendar has also been added to the Member's Only section as well. This will have notices of upcoming meetings and events.

All website inquiries can be sent to [info@bfiontario.ca](mailto:info@bfiontario.ca)

### **BFI Ontario Assessment Committee – Marg LaSalle**

The BFI Ontario Assessment Committee is active in a number of venues. Marg La Salle is the committee Chair and Kathy Venter, Grace Machado and Marg La Salle represent Ontario on the national BFI Assessment Committee. The BFI Ontario Assessment Committee works in close collaboration with the Breastfeeding Committee for Canada (BCC) BFI Assessment Committee during all stages of assessment. Committee members have actively participated in updating the BFI Practice Outcome Indicator document and the BFI Assessment Tool, created a BFI Assessor Handbook {draft}, made arrangements for PreAssessments and External Assessments in the province, and attended many meetings with the Ministry of Health and Long Term Care, the BFI Strategy for Ontario, and other key partners.

Presently Ontario has 2 lead assessors, 4 assessors and 15 assessor candidates. An assessor training workshop was held in Oakville in March 2016 and a total of 18 people attended. Financial assistance for the workshop was provided by the BFI Strategy for Ontario and the venue was provided by Halton Region.

An inventory of Ontario hospitals and community health services and their progress with the Baby-Friendly Initiative is kept by Marg La Salle. As of December 31 2015 Ontario had 23 designated facilities including 4 hospitals and 19 community health services. Five facilities are currently in the process of



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Assessment for Re-Designation. Twenty-four facilities [4 hospitals and 20 CHS's] are in PreAssessment or completing their post-PreAssessment site visit work plans in preparation for External Assessment.

The BFI Ontario Assessment Committee has met with the Ontario Ministry several times throughout 2015. Assessment committee members 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. Additionally, BFI designation remains an indicator to measure public health unit performance in accordance with the Accountability Agreement. Marg La Salle and Kathy Venter have met with the Director of the Health Promotion Implementation Branch and other government officials from the Ministry of Health and Long Term Care and with Medical Officer's of Health to address health unit concerns regarding the BFI implementation and designation process. The Chair of the BFI Assessment Committee also provides reports to the Ministry of Health and Long Term Care biannually.

Mentoring facilities and providing support in the Baby-Friendly journey are important aspects of the work of the Ontario BFI Assessment Committee. During the past year the lead assessors have provided capacity building visits to facilities and dialogued with individual facilities in regards to their Baby-Friendly journey. We have also received and responded to many email inquiries about the Baby-Friendly Initiative and WHO Code and subsequent WHA Resolutions. These inquiries come primarily from facilities in Ontario but also from leads for various projects, lactation consultants, students, and individuals from other provinces interested in the Baby-Friendly Initiative. In February 2014 the first "Ask An Assessor" teleconference was launched and since then Ask An Assessor teleconferences have occurred 2-3 times per year. These teleconferences provide an opportunity for facilities to clarify and discuss issues with a lead assessor and are well attended.

### **Political Advocacy** – Robyn Merkley

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

- The first letter was sent to the organizers of the 4<sup>th</sup> Canadian Obesity Summit which took place the week of April 28 -May 2, 2015. It was brought to our attention that sponsors of the summit included Nestle Nutrition and Nestle Health Science. The letter from BFI Ontario advised the organizers that Nestle is a major violator of the WHO International Code of Marketing Breast-Milk Substitutes and asked that they reconsider their sponsorship. In the letter, we also encouraged the Canadian Obesity Network to develop a policy that is consistent with the Baby-Friendly Initiative and WHO International Code of Marketing of Breast-Milk Substitutes and relevant World Health Assembly Resolutions, and offered our support and assistance. We did not receive a response to date.



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- The second letter was sent in support of professionals in the province recommending an invitation CivicAction extending to Dr. Wendy Johnson-Askew, VP of Corporate Affairs for Nestle US to participate in the “First 1000 Days” panel on Childhood Health be withdrawn. The summit was held on April 28, 2015. BFI Ontario advised that we felt Dr. Johnson-Askew’s participation in a panel on prenatal and infant feeding is in direct violation of the WHO Code and Baby-Friendly Initiative principals, and encouraged CivicAction to implement a policy that is consistent with The 10 Steps to Successful Breastfeeding and also protects breastfeeding by adhering to the WHO International Code of Marketing of Breast-Milk Substitutes and relevant WHA Resolutions. Our support in this was offered and we did not receive a response.
- The third letter was sent to the chair of the Breastfeeding Committee for Canada’s (BCC) Baby-Friendly Initiative Assessment Committee advocating for changes to the language in the *BFI Integrated 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services* document so that it acknowledges the diversity of people who breastfeed, specifically, the LGBTQ population. This letter was drafted with input from several LGBTQ interest groups in Ontario and included some recommendations for language changes. The letter was sent on February 26, 2016 and a response was received from the chair on February 29, 2016 stating the letter would be shared and discussed with the BCC.
- The fourth letter was sent to a contact at the Canadian Paediatric Society (CPS) regarding some of the content on the Caring for Kids website as it pertains to infant feeding. The letter advocated for changes to the messaging so that it would be more compatible with BFI standards. The letter was sent on February 23, 2016 and a response was received on February 26, 2016 inviting us to provide examples of problem language to increase their understanding. Examples were provided and the contact from the CPS advised they would take our recommendations into consideration when the website is reviewed in the coming months.

Priority areas for the next year include further exploration of entering the social media front in the form of Twitter as a means to promote BFI Ontario resources and supports, and the Baby-Friendly Initiative philosophy and messaging in general. Another priority is to continue to enhance existing partnerships and collaboration between BFI Ontario and the Ministry and generate innovative ways to promote awareness around the Baby-Friendly Initiative, and to develop new linkages with other key stakeholders. Plans are underway for the BFI Expo, 2017 which will provide an excellent opportunity for information sharing, networking, and advocacy work around the implementation of the Baby-Friendly Initiative.



# Baby-Friendly Initiative Ontario

Treasurer - Hiltrud Dawson

## Financial Report 2015/2016

This report reflects our accounts from May 1, 2015 to April 14, 2016. Final adjustment will be made after April 30, 2016 to accurately present our income, expenses, and balances for our current fiscal year.

Our opening bank balance was \$56,167.36. This reflected most of the income from registration for the BFI Expo, but only part of the expenses. Large expenses, such as the venue cost, speaker fees and travel were paid in this fiscal. Once BFI Expo expenses were compared to BFI Expo income, we were left with a positive balance of \$578.04. This is reflected in the Income Table.

	<b>Income</b>	
	<b>proposed</b>	<b>actual</b>
Membership cheques	2000.00	1170.00
Membership PayPal	3000.00	3272.00
From Expo	1000.00	578.04
<b>Total</b>	<b>6000.00</b>	<b>5020.04</b>

Our main income is from membership fees. We fell short in our actual membership income by about \$560 and our expected income from the BFI Expo by about \$420.





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Our expenses are listed in the Expenses Table below. Our actual expenses were somewhat different than forecast.

	Expenses	
	proposed	actual
Teleconferences	1200.00	693.61
BCC contribution	750.00	537.15
PayPal expenses	200.00	157.04
Website expenses	750.00	1177.46
Travel expenses	1000.00	2184.64
Conference attendance with display	1000.00	0.00
Postage etc.	in kind	0.00
Promotion (displays, etc.)	250.00	64.62
Tax audit and corporation expenses	350.00	351.00
Refunds	500.00	861.00
<b>Total</b>	<b>6000.00</b>	<b>6026.52</b>

We committed to supporting the Breastfeeding Committee for Canada with 15% of our income from memberships. This is reflected in the BCC Contribution Table. The final numbers will be adjusted after April 30, 2016 and a cheque will be sent to BCC.

BCC contribution	membership fees	4442.00
	refunds	861.00
	total membership revenue	3581.00
<b>Total</b>	x 15%	<b>537.15</b>



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Our total expenses are almost on track with the forecast, but exceed our income by about \$1,000 according to the Income over Expenses Table.

Income		5020.04
Expenses		6026.52
Income over Expenses		<b>1006.48</b>

Finally, our bank and PayPal balances are still reasonably healthy as reflected in the Total Assets Table.

<b>Account Balance</b>	21206.12
<b>PayPal Balance</b>	481.33
<b>Total Assets</b>	<b>21687.45</b>

Some additional activities of BFI Ontario:

- BFI Ontario was represented on the Breastfeeding Committee for Canada Provincial/Territorial BFI Implementation Committee via four teleconferences by Anna Marie Smith or Tanis Brown.

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,

Handwritten signatures of Anna Marie Smith and Tanis Brown in cursive script.

Anna Marie Smith, RN, BScN & Tanis Brown, RN, BNSc, MN

Co-Chairs of BFI Ontario