



Baby-Friendly Initiative Ontario (BFI Ontario) Terms of Reference 2019

VISION: Ontario has a Baby-Friendly culture.

MISSION: To protect, promote, and support breastfeeding in the province of Ontario through the adoption, implementation and maintenance of the Baby-Friendly Initiative.

GOALS:

- To support the implementation of Baby-Friendly best practices across Ontario.
- To increase the number of hospitals and community health services involved in the implementation of the Baby-Friendly Initiative (BFI).
- To increase the number of BFI designated hospitals and community health services.
- To support Baby-Friendly Initiative designated hospitals and community health services to maintain their Baby-Friendly Initiative designation.

The executive committee of Baby-Friendly Initiative (BFI) Ontario shall consist of two co-chairs (one representing hospitals and one representing community health services), two chairs-elect, one past-chair; plus, leads for communications, social media, membership, and political advocacy; as well as a treasurer, website administrator, and a BFI assessment coordinator.

All executive members must be members of BFI Ontario in good standing.

The executive of BFI Ontario shall be elected every two years for a minimum of a 2-year commitment. Chair-elect will be successor to the chair and the chair will become past-chair at end of term of office. The chair-elect from the hospital will move into chair position on alternate years to the chair-elect from the community health services.

Duties of executive shall include but are not limited to:

- Create and implement a **strategic plan (or logic model)**
- Foster ongoing communication and partnerships with the Ministry of Health and Long Term Care, **including** the BFI Strategy for Ontario;
- Engage in partnerships with health care providers, organizations, consumers, and interest groups;
- Administer BFI Ontario operations;
- Organize the annual general meeting (AGM) in April of each year;
- Prepare a summary of the work completed (as appropriate to their role), to be included in the Annual Report; and

- Hold annual elections of vacant executive positions. An email will be sent to the membership two months prior to the AGM, with a description of available positions, along with the nomination form. Nomination bids will be received and voted on one month prior to the AGM. At the AGM, it will be announced who will fill the vacant position.

Baby-Friendly Initiative Ontario will operate under the business year May 1 to April 30. Terms of office will run from May 1 to April 30 with the new executive taking office on May 1.

General meetings will be held quarterly.

Terms of reference will be reviewed every 2 years.

Sub-committee structure and duties may change to meet the mission of Baby-Friendly Initiative Ontario.

The executive committee shall meet 3-4 times per year with meetings to be held in person, by teleconference, or by other electronic means.

All minutes of meetings, reports and advocacy letters will be sent to the communications lead for distribution to the membership, and to the website lead for posting on the BFI Ontario website.

The BFI Ontario displays are available to the membership through the request form on the BFIO website.

Baby-Friendly Initiative Ontario Executive Roles

Co-Chairs

- Support the function of Baby-Friendly Initiative Ontario;
- Convene and preside over executive and BFIO general meetings, teleconferences, etc.;
- Develop the agenda for meetings, and coordinate with other executive members to develop the Annual Report;
- Support and mentor the chairs-elect;
- Act as primary media liaison;
- Represent Baby-Friendly Initiative Ontario and participate on the Provincial/Territorial BFI Implementation Committee of the Breastfeeding Committee for Canada;
- Liaise with other provincial groups such as OPHA, RNAO, and government reps.;
- Collaborate with BFIO's Assessment Coordinator to announce newly designated facilities, and arrange for executive representation at celebrations as possible;
- Receive nominations for elected positions and execute voting as needed; and
- Review the general membership meeting minutes and send to the communications lead for distribution to the membership.

Chairs-Elect

- Receive orientation and support to assume the duties of the chair role; and
- In the absence of the chair(s), performs duties of chair(s) as delegated and requested by BFI Ontario executive.

Past Chair(s)

- In the absence of the chair(s) and chair(s)-elect, will perform such duties as negotiated with the BFI Ontario executive.

Communication

- Records and distributes the minutes of the executive;
- Distributes minutes of the BFI Ontario meetings; and
- Facilitates communication between the executive and the members.

Membership

- Maintains membership register;
- Ensures members remain in good standing;
- Communicates with members as required; and
- Monitors and responds to the membership@bfiontario.ca address.

Political Advocacy

- Acts as a liaison for advocacy opportunities;
- Prepares advocacy documents in collaboration with executive members;
- Maintains records of advocacy efforts on the BFI Ontario website;
- Shares advocacy letters and activities with the communications and social media leads so activities can be shared with the membership.

Social Media

- Develops and implements a social media strategy; and
- Monitors the comments and private messages that come in through the BFI Ontario social media platforms, and responds as appropriate.

Treasurer

- Keeps accurate records of all transactions;
- Prepares an annual financial report;
- Prepares an annual financial statement for tax purposes;
- Manages a bank account that requires two signatures;
- Arranges for the annual audit;
- Manages the budget; and

- Arranges for the support of an accountant when needed, as per approval by the executive.

Website Administrator

- Maintains the members only section on the BFI Ontario website;
- Updates the website information as needed;
- Liaises with the web host as needed; and
- Monitors and manages the info@bfiontario.ca address.

Breastfeeding Committee for Canada (BCC) Appointed Positions

BFI Ontario Assessment Coordinator

The BFIO Assessment Coordinator is a certified BCC BFI Assessor and a member of the BCC BFI Assessment Committee.

They are determined in collaboration with the BCC BFI Assessment Committee lead contact for Ontario.

- Acts as first contact for facilities entering the BFI process, and will arrange for Certificates of Intent and Participation as appropriate;
- Arranges mentoring of facilities for the implementation of BFI (including Ask An Assessor teleconferences and capacity building visits);
- Builds assessment teams in conjunction with the BCC;
- Maintains the provincial data base of assessors and assessor candidates;
- Maintains the provincial data base of facilities engaged in the BFI process;
- Communicates with facilities regarding self-monitoring and interim reports, work plans, and issues related to all phases of the BFI journey;
- Communicates with the Ministry of Health and Long Term Care, including the BFI Strategy for Ontario, regarding the assessment process and implementation of BFI;
- Represents BFI Ontario on the Provincial/Territorial BFI Implementation Committee of the BCC;
- Acts as the provincial link to the BCC BFI Assessment Committee;
- Facilitates the release of information from newly designated organizations to the co-chairs to coordinate acknowledgement of their BFI success; and
- Monitors and manages the bfiontario.ca address.

BCC Representative

The BCC Representative is a member of BCC Executive.

- Attends BFI Ontario Executive meetings; and
- Provides updates on the work of the BCC Board

Conflict of Interest

Every member of the BFI Ontario Executive is honour bound to report actual or perceived conflicts of interest (COI) to the co-chairs before or during the meeting where an issue of COI will or may arise. Based on the self-report, the BFI Ontario Executive co-chairs will recommend one of the following courses of action:

- Participate fully with the COI declared

OR

- Contribute to the discussion, but refrain from making recommendations and abstain in the decision-making process

BFI Ontario Executive Team

Co-Chairs - Wendy Lahey (Community) - Term April 2018 -2020

-Carolyn Crowley (Hospital) - Term April 2019 -2021

Past Chair – Margaret Sherratt (Hospital) - Term April 2019 -2020

Chair Elect Community/Hospital – Lynn Newton to replace Wendy Lahey May 2020

Chair Elect Hospital – due April 2020

Communications – Laura Dueck - Term April 2017-2019

Membership – Open position

Political Advocacy – Gillian Szollos - Term April 2018 - 2020

Social Media - Jenny Vandermeer – Term September 2019 – April 2021

Website Administration – Karen Frith – Term 2017 - 2019

Treasurer- Hiltrud Dawson - Term 2018 - 2020

BFI Ontario Assessment Coordinator (BCC appointed) - Marg LaSalle

BCC representative (BCC appointed) – Kathy Venter

BFI Ontario Structure: See separate diagram