



## Baby-Friendly Initiative Ontario (BFI Ontario) Terms of Reference 2021

**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.

BFI Ontario adopted the BFI Ontario Bylaws in April 2021. Link to the bylaws is <http://www.bfiontario.ca/bfi-ontario-by-laws/>

The governance of BFI Ontario is the responsibility of the Executive.

- BFI Ontario Executive members are elected at the Annual General Meeting from the BFION members with the exception of the BCC appointed positions (BFI Ontario Assessment Coordinator and BCC Representative).
- Terms of office are staggered to ensure continuity.
- BFI Ontario members may re-elect a member of the Executive for a maximum of 3 consecutive 2-year terms. If no member steps up to fill an Executive position, the residing member may continue to fill that role
- There will be a minimum of four (4) Executive meetings per year.

In addition to the governance of BFI Ontario, the Executive will:

- Create and implement a strategic plan (or logic model)
- Foster ongoing communication and partnerships with key stakeholders

- Engage in partnerships with the provincial government, health care providers, educators, organizations, consumers, and interest groups
- Regularly attend executive meetings, membership meetings and the AGM.
- Prepare a summary of the work completed, in accordance with each executive position, to be included in the Annual Report
- Hold a minimum of four (4) Membership Meetings per year
- Review the Terms of Reference at least every 2 years.

### **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 2021**

| <b>Position</b>                                    | <b>Name</b>                     | <b>Term</b><br>R= Renewal        |
|--|---------------------------------|----------------------------------|
| Co chair: Hospital/Birthing Centre                 | Louise Guthro                   | 2021 -2023                       |
| Co chair: Community Health Service                 | Seneca Overduin                 | 2020 -2022                       |
| Past chair   | Carolyn Crowley                 | 2021                             |
| Chair elect: Hospital/Birthing Centre              |                                 |                                  |
| Chair elect: Community Health Service              | Shannon McLennon                | 2021                             |
| Communication Coordinator                          | Laura Dueck                     | 2017 -2022 (R)                   |
| Membership Coordinator                             | Linda Young                     | 2020-2022                        |
| Treasurer  | Hiltrud Dawson                  | 2016-2022 (R)                    |
| Website Administrator                              | Karen Frith                     | 2011-2022 (R)                    |
| Social Media Coordinator                           | Émélie Trépanier                | 2021- 2023                       |
| Political Advocacy Coordinator                     | Joan Bueckert                   | 2020 -2022                       |
| BFION representation on BCC P/T Committee          | Louise Guthro & Seneca Overduin | Length of BFION term as co-chair |
| BFI Ontario Assessment Coordinator (BCC appointed) | Marg La Salle                   | N/A                              |
| BCC representative (BCC appointed)                 | To be reassessed                | N/A                              |