



## Baby-Friendly Initiative Ontario

### Co-Chair Report for 2022

Baby-Friendly Initiative Ontario (BFION) is a volunteer multidisciplinary organization, consisting of health care professionals, service providers and consumers within Ontario, interested in protecting, promoting and supporting breastfeeding.

BFION is the provincial representative for the Breastfeeding Committee for Canada (BCC) and partners with hospitals and community health services to assist and support them to achieve and maintain Baby-Friendly designation. BFION provides ongoing expert advice and recommendations on policy and guidelines to government, health facilities, community agencies and professional organizations through knowledge exchange and translation, advocacy, the sharing of resources, and provincial monitoring surveys.

Our mission is to protect, promote, and support breastfeeding in the province of Ontario through the adoption, implementation and maintenance of the practice standards of the Baby-Friendly Initiative. Our vision is for Ontario to have a Baby-Friendly culture.

Our goals are to:

- Increase the number of BFI designated hospitals and community health services.
- Support designated facilities to maintain their BFI designation.
- Increase BFION membership participation.
- Increase awareness and education of best practices related to infant feeding.

Our current Executive members are as follows:

<b><i>Position</i></b>	<b><i>Executive Member</i></b>
<b>Co-Chair Community</b>	Shannon McLennon
<b>Co-Chair Hospital</b>	Louise Guthro
<b>Past Chair</b>	Seneca Overduin
<b>Membership Coordinator</b>	Linda Young
<b>Political Advocacy Coordinator</b>	Joan Bueckert
<b>Social Media Coordinator</b>	Emilie Trepanier
<b>BFI Ontario Assessment Committee Representative</b>	Marg La Salle
<b>Treasurer</b>	Hiltrud Dawson
<b>Breastfeeding Committee for Canada Representative</b>	Role filled by Co-Chairs
<b>Website Coordinator</b>	Karen Frith
<b>Communications Coordinator</b>	Laura Dueck
<b>Chair Elect - Hospital</b>	Alanna Lakoff

## Highlights From BFI Ontario For The Past Year

As the province recovered from the Covid pandemic, the 2022 year continued to see hospitals and Public Health Units challenged by staffing shortages, resource issues including funding, and practice leadership for supporting BFI Implementation. In 2022, the Breastfeeding Committee for Canada BFI Collaborative Project maintained formal support for two Ontario hospital corporations (4 hospitals) as they continued their work on implementation of the Baby-Friendly Initiative. In the spring of 2022, the BCC implemented the new Coach Mentor Program. The program trains and engages coaches to provide organizations with support for BFI implementation. BFI Ontario hosted an information session in June for BFI Ontario member organizations and others interested in having assistance with BFI implementation.

In 2022 BFION saw an improvement in the engagement of membership and activities of the Executive as outlined in the highlights below.

### Education Sessions Hosted in 2022

Date	Topic	Presented By	Attendance	Recording
<b>January 28, 2022</b>	Working Towards BFI Designation: Mount Sinai and Halton Healthcare's Experience in the National BFI Quality Improvement Collaborative Project	BFI Leads from Mount Sinai and Director/BFI Leads from Halton Healthcare	26 Attended	NA data
<b>June 17, 2022</b>	Re-energizing your BFI Team Finding Opportunities to Rejuvenate	Linda Young	49 Attended	20 viewing
<b>June 23, 2022 Follow-up</b>	Let's Talk – Scaling up BFI Implementation How to Access BFI Coach Mentor Program	Kathy O'Grady Venter, Jennifer Swan and Kessewa Heaton	32 Registered Attendance NA	54 viewings
<b>September 23, 2022</b>	Parent Partner and Peer Support Programs: Enhancing BFI in Hospitals and Community <ul style="list-style-type: none"> <li>• <i>Hospital Peer Support Program pre-COVID and Pump borrowing program at Grand River Hospital.</i></li> <li>• <i>The Role of Parent Partners: Lived Experience and Strategies to Recruit</i></li> <li>• <i>Developing a Community Peer Support Program Using the Best Start Peer Training Tool Kit</i></li> </ul>	Michelle Buckner, Breastfeeding Buddies;  Charlotte Maloney, BCC Parent Partner Coach Mentor;  Shannon McLennon IBCLC	68 Registered  50 Attended (from across Canada and one from Mexico)	26 viewings
<b>November 18, 2022</b>	Navigating the New BFI Staff Competency – Step 2 Ensure that staff have the competencies (knowledge, attitudes and skills) necessary to support mothers/birthing parents to meet their infant feeding goals.	Kathy O'Grady Venter, National BCC	37 Registered  26 Attended	37 viewings

- The AGM and four membership meetings, including four Hot Topic presentations were held on Fridays from 12 – 1 pm. Membership meetings start with the Hot Topic presentation and conclude with updates and an opportunity for open discussion. Attendance at the meetings have increased this year with some national participation.
- The Zoom Meeting platform has allowed presentations to be recorded and available to members on the website through YouTube. Registration for the membership meetings makes tracking attendance and engagement easier. Tracking recording views is now possible, demonstrating engagement post presentation.
- With collaboration from members, the Indigenous Land Acknowledgement was created, posted on the website and is now shared before all meetings.
- BFION social media platforms shared supportive resources to recognize appropriate global and national commemorative days/weeks. The number of Facebook posts increased 46% this year. There were 90 posts in 2022 compared to 48 in 2021.
- During National Breastfeeding Week, October 1 - 7, materials to celebrate were shared with the membership and posted on the website and social media platforms. These resources were based on the WABA theme ‘Step up for Breastfeeding, Educate and Support.’ Parent Empowerment Cards were released with a background information sheet created by Marg LaSalle; these are posted on our website under Step 3. BCC held a presentation on Oct 6, ‘Infant Food Security in Canada’ which all were invited to attend.
- This past year, executive members finalized a new document ‘BFI Ontario Executive Role Descriptions, Responsibilities and Accountability,’ to help onboard and mentor new executive members.
- As part of the BFION Action Plan Goal 2, a Membership Working Group was created to broaden membership and enhance the diversity, including members from First Nations, family health teams, physicians, midwives, doulas, mother-to-mother support and parents. Work is ongoing with an update to the website page ‘Become a Member’, to improve the process and include more demographics. With this update we will be able to evaluate the outreach strategy.
- A new disclosure similar to the BCC website will be added to the ‘Become a Member’ website page; *“Baby-Friendly Initiative Ontario’s name and logo are owned by BFION. The name and logo are intended solely for use on BFION approved documents and materials. If you wish to use the BFION name or logo, please contact BFION for consideration of your request.”* Linking to the website is acceptable and encouraged. Using the BFION logo implies that BFION endorses the document or website; a review and permission must be granted.

### **BFI Designation**

As of December 31, 2022, Ontario had 13 BFI-designated facilities listed, including four hospitals and nine community health services (CHS) that are BFI designated or have confirmed plans to re-designate and have been granted an extension. In addition, 4 facilities continue to be in the decision-making process regarding plans to maintain BFI designation. This reflects a sharp decline from the commitment to designation by hospitals and community health service organizations in 2021 (see Table below). However, many organizations that are not renewing designation at this time continue to be committed to the practice standards of BFI.

## BFI Designation Status

	2021	2022
	Designated/ Plan to re-designate	Designated/ Plan to re-designate
Hospitals	7	4
Community Health Services	23	9
Total	30	13

It is important to note that the above data does not include organizations that were in the process of making the decision to designate/ re-designate in that year.

## Changes To the Executive

In 2022, Alanna Lakoff was welcomed as the new Chair Elect for the hospital sector. Shannon McLennon moved into the Co-Chair (community) position. Seneca Overduin moved into the Past Chair position.

## BFI Ontario Expo

With member organizations challenged by staffing shortages, resource issues including funding, and practice leadership for supporting BFI Implementation, the biennial BFI Ontario Expo was further delayed. Exploring options including timing and design (in-person vs virtual) was done through a polling survey and discussion at the September membership meeting. Interest was expressed for in-person/virtual hybrid model in the Spring of 2024. Timing is important to not conflict with the BCC Symposium. An Expo before the pandemic was a critical way to engage and re-energize membership. Establishing a team to plan and organize an Expo event will be a priority in the future.

## Highlights from the BCC for the past year

### National BFI Quality Improvement Collaborative Project

- The BCC continues to lead the National BFI Quality Improvement Collaborative Project, funded by the Public Health Agency of Canada.
- Phase 2 of the project began in April 2022 with the focus being the provision of coach-mentor guidance to participating hospitals and community health services. There are 28 facilities participating in the coach-mentor program.
- Health Standards Organization (HSO) of Accreditation Canada recognized BFI as a leading practice in October 2022. To view HSO leading practices you can search BFI at the link: <https://healthstandards.org/general-updates/scaling-up-the-implementation-of-the-baby-friendly-initiative-bfi-across-canada-sharing-our-success-stories/>

- Evidence Based Practice of Proven Quality (EPIQ) training has been completed by the coach-mentors and many of the BCC's assessors and assessor candidates.
- Funding opportunities for further upscaling of BFI are being explored with Public Health Agency of Canada (PHAC) and Health Canada.

### National Breastfeeding Week

- During National Breastfeeding Week a webinar titled “Infant Food Insecurity in Canada” was attended by over 400 people. Dr. Sandra Hoy of Laurentian University presented her research on Infant Food Insecurity. Evaluations showed positive feedback. Link to the webinar: [Infant Food Security in Canada | La sécurité alimentaire des nourrissons au Canada: - YouTube](#).
- The new national BFI designation plaque was introduced to the public during National Breastfeeding Week and can be viewed on the BCC's website.

### BFI Standards and Assessment

The assessment committee working group spent many hours finalizing the interview guides for BFI assessment of hospitals and community health services. The guides were updated to reflect the standards found in the BFI Implementation Guideline and companion documents.

### Family Centred Maternity and Newborn Care National Guidelines

All chapters have been completed and posted by PHAC. Members of the Assessment Committee were involved in the update of this resource. Chapter 6 is about breastfeeding. Available at: <https://www.canada.ca/en/public-health/services/maternity-newborn-care-guidelines.html>

### Social Media Presence

A multimedia coordinator was hired in April 2022 to increase the BCC's social media presence and assist with the BCC website. The BCC is active on Facebook, Instagram, Twitter and LinkedIn. Website can be found at: <https://breastfeedingcanada.ca/en>

## Executive reports

### Website Report – Karen Frith

Our web and mobile-friendly website can be accessed at [www.bfontario.ca](http://www.bfontario.ca).

Last year we had a total of 27 people contact us through the website. Marg LaSalle graciously handled any questions that came in through our ‘Contact’ and ‘Connect with Us’ pages. Thank-you for your dedication, Marg!

We are working to streamline the membership application pages to make becoming a member or renewing your membership easier. If you sign up using your PayPal account, you will have the option to set up a yearly recurring payment. If you sign up using your credit card, automatic renewal is not an option currently. When you sign up as a member of BFI Ontario, you will be added to our MailChimp mail out list to receive information about meetings and news briefs.

Our **Home** page has a scrolling breaking news section about breastfeeding and the BFI in Ontario and Canada.

The **Members** section has information about upcoming meetings, meeting minutes and resources that are shared by our members. This is also the place to order our BFI banner for any events you are having.

Every year we have National Breastfeeding Week activities and information for you to use to celebrate breastfeeding and to help advocate for families in Ontario.

The **Family Forum** was not accessed this year. This section of your website is an excellent opportunity for BFI Ontario to highlight the Baby-Friendly practices in our province. It is also a wonderful chance for us to provide education to families and health care professionals. If you know of anyone who has a story to tell, direct them to our [website](#) so they can share their birth and postnatal experiences with Ontario hospitals, health care centres, and health units.

We are always looking for any new or updated resources that are being used in facilities and the community. It takes a village! If you are willing to share with the membership, please send an email and we can make sure to put it in our 'Members' section. With the new Implementation Guidelines in place, it's always nice to see what other agencies are doing.

Now that services are restarting, if you have any educational opportunities, either in-person or virtual, contact us and we can let our members know about them.

Contact Karen Frith at [info@bfiontario.com](mailto:info@bfiontario.com).

## **Communications Report – Laura Dueck**

One of BFI Ontario's goals is to facilitate accurate and timely information sharing with members regarding breastfeeding and the Baby-Friendly Initiative. As the lead for BFION communications, I am responsible for taking minutes at the Executive Meetings and supporting information sharing within the BFI Ontario membership.

The number of messages communicated to the membership through Mailchimp this year has increased from during the pandemic (37 messages sent out up from 25 the previous year). The goal for the coming year is to continue to capitalize on opportunities to share relevant research, resources, and information with the membership. Utilizing the Mailchimp online platform continues to be an effective tool in reaching almost 375 subscribers.

## **BFI Assessment Coordinator Report – Marg La Salle**

During 2022 hospitals and community health services began to resume some of the former services that were placed on hold during the pandemic. Extensions were granted to facilities engaged in BFI designation and re-designation work and continue to be provided.

The BFI Ontario Assessment Coordinator has continued to provide support to many facilities through telephone calls, virtual meetings and email communication. Outreach to facilities that have not been in contact with the BFI Ontario Assessment Coordinator has taken place this past year and for the most part contact has been re-established.

The Breastfeeding Committee for Canada (BCC) moved into phase 2 of the BFI Collaborative Project early in 2022. Phase 2, *Scaling up BFI in Canada*, involves provision of a coach-mentor to hospitals and community health services to provide 1:1 assistance with implementation of the BFI Standards. Kathy O'Grady is a BFI Project Director and leads the BFI Coach Mentor Program. Six of the fifteen coach-mentors are from Ontario, three of which are parent partners. Ontario has three hospitals and one community health service participating in the Coach Mentor Program.

The BFI Ontario Assessment Coordinator learned from some public health units in Ontario that the Public Health Ontario Q & A document regarding BFI designation and re-designation (2020)<sup>1</sup> was redistributed to Ontario health units in the Fall of 2022. The BFI Ontario Assessment Coordinator worked collaboratively with the BFI Ontario executive and prepared a response that was sent to Public Health Ontario and every Medical Officer of Health in the province. A [briefing note](#) was sent to the BFI Ontario membership and can be accessed on the BFI Ontario website.

The list of BFI designated facilities was not updated during the pandemic. An update commenced at the end of December 2022 with outreach to re-establish contact with facilities that had not connected with the BFI Ontario Assessment Coordinator. Most facilities responded in early 2023 and the provincial list of BFI designated facilities is being updated.

Ontario presently has 4 hospitals and 9 community health services that are BFI designated or have confirmed plans to re-designate and have been granted an extension. Additionally, 4 facilities continue to be in the decision-making process regarding plans to maintain BFI designation. Many of the previously designated hospitals and community health services in the province that have decided to not maintain BFI designation have indicated an intent to uphold BFI principles and standards.

Ontario currently has 2 lead assessors, 1 assessor who is being mentored as a lead assessor, 5 assessors and 4 assessor candidates.

All assessment work is done in close collaboration with the Breastfeeding Committee for Canada. Karen Frith and Marg La Salle are Co-chairs of the BCC's Assessment Committee. Kathy O'Grady continues her role as the International Representative for the BCC.

Marg La Salle and the BFI Ontario Co-Chairs have regularly attended the BCC's P/T Committee meetings. Kathy O'Grady, Marg La Salle, Karen Frith, Linda Young, Angie Manners and Yolande Lawson are members of the BCC's Board of Directors.

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<sup>1</sup> Ontario Agency for Health Protection and Promotion (Public Health Ontario), Carsley, S. Q&A: Considerations for re-designating as Baby-Friendly. Toronto, Ontario. Queens Printer for Ontario; 2020. Available from [https://www.publichealthontario.ca/-/media/Documents/Q/2020/qa-baby-friendly-redesignation.pdf?rev=2313018d3f9848d3b8dab6dddb9b2262&sc\\_lang=en](https://www.publichealthontario.ca/-/media/Documents/Q/2020/qa-baby-friendly-redesignation.pdf?rev=2313018d3f9848d3b8dab6dddb9b2262&sc_lang=en)

## Advocacy Report – Joan Bueckert

Political advocacy continues to be limited since BFION does not have a contact at the Ontario Ministry of Health and Long-Term care. Considerable effort went into drafting a letter for the Ministry to request that they re-engage with BFION. The letter was sent to Dr. Karina Velji, Chief of Nursing and Professional Practice and Assistant Minister of Health who replied very promptly that our concerns had been noted. A copy of the letter was also sent to Kristin Taylor, Director of Provincial Programs and Dianne Alexander, Director of Health Promotion and Prevention Policy. BFION is still waiting on a response from them. When a contact at the Ministry has been identified it's hoped they will join BFION on the BCC Provincial Territorial Committee, engage in dialogue with BFION and gain awareness to the predatory marketing of formula companies as reported in the 2023 Lancet series on breastfeeding.

## Membership Report – Linda Young

Similar to the 2021 year, in 2022 BFI Ontario provided value to members in a number of ways. Four Hot Topic education sessions were delivered and recorded through Zoom to support BFI implementation. Value to members was also provided through access to resources in the Members Only section of the website, suggestions for Breastfeeding Week activities and social media messaging, information on evolving practice recommendations and BFI Implementation tools, and updates on national and global perspectives on BFI through updates from the Breastfeeding Committee for Canada.

### Membership Overview

- As in the past, in 2022 BFI Ontario offered both individual and group memberships. This year there were a total of 83 memberships comprised of 50 individual and 33 group memberships. There was a decrease in the total number of memberships by 5.
- The PayPal payment process has continued to be used by the majority of members to maintain membership through the autorenewal process. A few members have struggled with being able to navigate the PayPal account registration, and when identified, have been referred to the BFI Treasurer with good success. As well, there were a few requests to pay using a cheque or an e-transfer payment and these have been managed by the BFION Treasurer. Issues with access to the 'Members' section on the website were addressed by the Website Coordinator.
- Google Docs and Mail Chimp were used for maintaining the membership registrations. PayPal notifications identify autorenewals as they occur. Mailchimp provides data on the level of engagement with BFI Ontario email campaigns. Of the 375 subscribers on Mail Chimp in 2022, 63% were identified as often engaged, 9% were sometimes engaged and 22% open emails rarely. These rates are similar to 2021 and likely reflect the competing demands within the workplace, resource allocation challenges and staffing shortages. Sixteen individuals unsubscribed themselves during 2022, many of whom indicated "no longer interested" when a reason for unsubscribing was indicated. Some of these reflected role re-assignment within the organization or a move to another workplace. Almost all of the members who unsubscribed themselves were noted to rarely open BFION emails.
- To maintain up-to-date subscriber lists, the renewal process continues to include a request for organizations to provide an update of any changes to their membership list with all group membership renewals.



## Membership Fee Structure

There have been no changes to the membership structure in 2022, with both individual and group memberships being available. Group memberships provide timely access to information and resources from BFI Ontario leaders, thus facilitating idea sharing and teamwork with BFI implementation at the organizational level. Outlined below is the fee structure for membership consistent with rates for previous years.

### Overview of BFION Membership Fee Structure

Membership Category	Cost
Individual	\$20
Group A (2-5 members)	\$50
Group B (6-10 members)	\$100
Group C (11-24 members)	\$250
Group D (25+ members)	\$400

## Memberships Described

Although total memberships remained consistent in 2020 and 2021, in 2022 there was a decrease in total memberships by 5. The most notable change in group memberships was a decrease in the number of Group A memberships (2-5 members) by 5 including 3 hospitals, one health unit and a student group. There was also a decrease in the one Group D membership by a hospital and an increase in Group C memberships when one Group B organization added an additional member this year.

### Membership Distribution by Type 2019-2022

Membership Type	2019	2020	2021	2022
Individual	56	45	50	50
Group A (2-5 members)	34	35	31	26
Group B (6-10 members)	9	6	5	5
Group C (11-25 members)	1	1	1	2
Group D (26+ members)	1	1	1	0
<b>Total Memberships</b>	<b>101</b>	<b>88</b>	<b>88</b>	<b>83</b>

The change in total memberships over the past 4 years, represented in the table below, is more concerning, with a decrease from 101 to 83 memberships, reflecting a 17.8% decline. The decrease in individual memberships was 10.7% and in group memberships was 26.7%. The changes likely reflect a number of factors. Among these are; the impact of the Covid 19 pandemic on staffing and resources to support BFI implementation, a change in provincial direction regarding BFI (BFI designation no longer a requirement for health units), and decreased support for enhancing breastfeeding practice to global standards through best practices such as the Baby-Friendly Initiative. Unlike other provinces, there has not been a designated ministry representative in Ontario with a focus on enhancing breastfeeding rates for a number of years and who would attend the Breastfeeding Committee of Canada Provincial and Territorial Committee with other provincial leaders. Another factor could be that with the impact of the Covid 19 pandemic there has not been a BFI Ontario hosted in-person education Expo in Ontario since 2018.

**Membership Distribution by Type 2019-2022**

<b>Membership Type</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Individual	56	45	50	50
Group	45	43	38	33
Total Memberships	101	88	88	83

**Memberships by Sector**

As knowledge and research about breastfeeding support for families has increased, it has become increasingly apparent that a broad group of professionals and lay persons make a contribution to breastfeeding success. For a number of years, data has been collected about sector representation in both individual and group memberships. Accordingly, the table below shows data for the past four years.

## Membership Distribution by Sector 2019-2022

Sector	2019		2020		2021		2022	
	Individual	Group	Individual	Group	Individual	Group	Individual	Group
Public Health	6	22	6	22	9	16	11	19
Hospital	8	11	6	11	9	12	6	6
CHC	4	5	3	4	1	4	1	3
FHT	2	2	1	2	2	2	3	2
Midwives	2	0	1	0	1	0	1	0
Breastfeeding Organizations	10	4	13	3	17	3	16	3
Colleges/ Universities	5	0	4	0	3	1	1	0
First Nations	0	1	0	1	0	0	2	0
Unknown	19	0	11	0	8	0	9	0
Total	56	45	45	43	50	38	50	33

In 2022, there was broad diversity among members of BFI Ontario with all identified sectors having at least one member. Breastfeeding organizations (n=16) and public health units (n= 11) have the largest number of individual members, whereas public health (n= 19) and hospitals (n=6) have the greatest number of group memberships. The most notable decline in memberships by sector was within both individual and group memberships in the hospital category, an area that should be monitored over the coming year. The midwifery and colleges / universities categories also require some attention to identify how to attract additional representation in BFI Ontario. Finally, it is also important for BFI Ontario leadership to identify how to provide value to individuals from hospitals, midwifery practices, colleges and universities, to ensure sustained membership.

Consistent with previous reports, in 2022 BFI Ontario has maintained good representation from across the province with the greatest number of memberships being drawn from urban areas including Toronto, Ottawa and Hamilton.

### Opportunities for Consideration

The presentation of the membership data suggests a few areas for review and consideration as identified below including:

- Although there is a broad range of representation in the membership, there are no parent representatives in BFI Ontario. How might BFI Ontario continue to engage Parent Partners in the organization to be more inclusive of the consumer voice?

- The current data collection does not identify whether professionals other than Nurses and Lactation Consultants are included within the group of members. In addition, there continues to be a number of individual memberships with unknown sector identification. Continued work on sector data collection at registration and renewal may be valuable in understanding and enhancing sector diversity within membership.
- The category of Breastfeeding Organizations is quite large and includes a variety of community organizations, private businesses or practices, retired persons, BFION or BCC members and one Children's Treatment Centre. A review of sector categories for data collection is encouraged and may result in a narrowing of the scope of the Breastfeeding Organization category.
- Finally, given the declining interest in BFI membership, it is important that there be a focus on determining how BFI Ontario can provide value to various sector groups and how to sustain the engagement of current members implementing Baby-Friendly best practices.

Recognizing a need to enhance the BFIO membership participation (Action Plan Goal 2), a working group chaired by Marg LaSalle was launched, and has conducted a total of 12 meetings. The Membership Working Group created a work plan based on six objectives including:

1. Explore various recruitment ideas to expand membership.
2. Create a list of potential contacts.
3. Create an invitation to send to potential new members (both individuals and groups).
4. Demonstrate value – why membership in BFI Ontario is important.
5. Create a dissemination plan to potential new members.
6. Develop a strategy to evaluate changes in membership numbers and diversification.

Work has progressed well on all objectives. Edits to the Membership page on the BFION website is in progress and once completed, quality of the membership data will be enhanced and the outreach plan to recruit new members will be initiated.

## **Social Media Report – Emilie Trepanier**

In 2022, we were active on 3 social media platforms: Facebook, Instagram and Twitter.

The 90 Facebook posts and stories had 8259 reaches. Our following increased from 189 to 257 people. Our posts sparked 370 engagements including 82 share and 30 comments. Our links were clicked 127 times.

We Twitted 12 times; our tweets were re-tweeted 12 times and we were mentioned 9 times by other Twitter accounts. Our following grew from 89 to 97 accounts.

We now have 47 Followers on Instagram compared to 10 in our first year on this platform. Our posts and stories had 261 reaches. We had a total of 52 profile visits, 66 reactions and 4 share. Our hashtag is #BFIONtario.

We celebrated National Breastfeeding Week, Black Breastfeeding Week, World Breastfeeding Week, Native Breastfeeding Week, World Prematurity Day, Transgender Parent Day and more. We shared breastfeeding promotion tools and reports. Sharing also included events and opportunities from partner organizations including BCC, WHO, Public Health Agency of Canada, WABA and Indigenous Milk Medicine Collective.

In 2022, we have taken steps to increase our membership by adding a “Sign Up” button and a membership banner to Facebook. Our followers are invited to visit our website and to join BFI Ontario.

Our goal for 2023 is to continue increasing our reach and engagement. We've seen a great response to advocacy quotes and we'll run them more frequently to share World Breastfeeding Week messages all year round.

### Social Media Activity - Facebook

Facebook	2020	2021	2022
Posts	57	48	90
Shared Posts		107	82
Followers (Page likes)	140	189	257
Engagement (Likes and reactions)		328	370
Reach		13,709	8259
Link Clicks		826	127
Comments		46	30
<b>41 new Followers this past year</b>			

### Social Media Activity - Twitter

Twitter	2020	2021	2022
Followers	84	89	97
Following	265	268	263
Tweets	33	15	12
Retweets	14	66	12
Likes			29
Mentions		9	9

## Social Media Activity - Instagram

Instagram (New 08/21)	2021	2022
Posts	36	40
Followers	10	47
Following	7	
Reach	113	261
Likes and Reactions	12	66
Share	2	4
Profile Visits	24	52

## Financial Report – Hiltrud Dawson

Overall, BFI Ontario remains in a good financial position. At the moment, the only income has come from membership fees. Even though membership numbers declined considerably over the last three years, the income from membership fees was relatively stable from last year to this year and was enough to offset our expenses. There has been no income or expenses related to an in-person networking event since 2017. There has been no cost for travel to present BFI designation plaques. Since 2020, our expenses focus on online communications (Zoom, Survey Monkey, website).

### Financial Overview

#### CRA Report and Filing

For the year 2021-22 (May 1, 2021 – April 30, 2022), BFI Ontario's financial documents were examined. Taxes filed by the accounting firm, T4Tax Services Inc., with no taxes to pay. The firm has been very reasonable and have not increased their service fee since 2016.

### Finances Described

#### Reporting

In the past, BFI Ontario reported finances according to the fiscal year for the corporation (May 1 to April 30 each year). To align with other reports and make it more immediate and relevant, this report covers the calendar year of 2022. This report compares three time periods, the two previous fiscal years (May 1, 2020 to April 30, 2021 and May 1, 2021 to April 30, 2022) and the calendar year of 2022.

## Income and Expenses for 2022

2022 Income:

Item	Amount	Additional Explanation
Membership Payments via Direct Deposit, e-Transfer and Cheque	340.00	Two groups paid by direct deposit, one group and one individual paid by e-transfer
Membership Payments via PayPal	2,610.00	
<b>Total Income</b>	<b>2,950.00</b>	

Occasional e-transfers in the past have been accepted. BCC offers the option to pay by e-transfer. It would be advantageous for BFI Ontario to offer e-transfer as an alternative to PayPal payments. It would need to be set up on a more permanent basis.

2022 Expenses:

Item	Amount	Additional Explanation
PayPal fees	99.36	
Teleconferences/Zoom	226.00	
Survey Monkey	461.04	
Website	578.00	
Executive expenses	120.89	
Tax services	339.00	
<b>Total Expenses</b>	<b>1,824.29</b>	

Payments of expenses were made via cheque, PayPal and e-transfers. Again, it would be advantageous to have e-transfers set up as an easily accessible option.

## Assets at the end of 2022

On December 31, 2022, our accounts held the following amounts:

Assets	Amount
PayPal	1,634.72
Bank of Montreal	26,600.75
<b>Total</b>	<b>28,235.47</b>

## Account Balance and Asset Comparison

This table compares our account balances for three previous fiscal years and the past calendar year.

	May 1, 2020 - April 30, 2021	May 1, 2021 - April 30, 2022	January 1, 2022 - December 31, 2022
<b>Income</b>	3,970.00	2,830.00	2,950.00
<b>Expenses</b>	1,515.63	1,316.45	1,824.29
<b>PayPal Assets at End of Year</b>	820.77	2,473.32	1,634.72
<b>Bank of Montreal Assets at End of Year</b>	26,179.64	26,040.64	26,600.75
<b>Total Assets</b>	<b>27,000.41</b>	<b>28,513.96</b>	<b>28,235.47</b>

## Budget for 2023

In the past, BFI Ontario has not prepared a budget for each year, but has vetted upcoming expenses at executive meetings. A budget has been used for larger financial projects, e.g., BFI Expos.

## Opportunities for Consideration

BFI Ontario has sufficient funds to consider other needs, tools or resources that would benefit members, strengthen the position of BFI Ontario in the province, and support BFI Implementation. Some ideas could be:

- Planning a hybrid networking event
- Creating a resource directory for members and non-members
- Revamping our payment process with the support of a professional
- Taking on a BFI Strategy resource (e.g., BFI Crib Card) and supporting its use provincially
- Other suggestions?

BFI Ontario needs to consider what value individuals and groups gain from being members, the following questions could be asked. E.g.:

- Is cost of membership offset by access to our members' only resources?
  - Could members attend networking events (e.g., BFI Expo) at a reduced cost?
  - Other suggestions?
-



The BFI Ontario executive would like to thank all of our members who tirelessly supported the health and well-being of Ontario families and communities this past year. BFI Ontario will continue to do the same by protecting, promoting, and supporting breastfeeding through the implementation of the WHO/UNICEF Baby-Friendly Initiative. We will continue to advocate for these evidence-based, best practices in Ontario.

Respectfully,

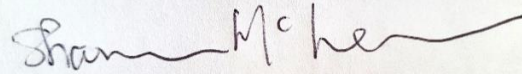
Louise Guthro, RN (retired), IBCLC  
BFI Ontario Co-Chair Hospital

Shannon McLennon, IBCLC, CST  
BFI Ontario Co-Chair Community



Louise Guthro

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Shannon McLennon