



# Ontario Breastfeeding Committee Newsletter

## New World Health Assembly Resolution supports the BFI

The 63<sup>rd</sup>. World Health Assembly has approved an important resolution calling to scale up nutrition actions and renewed efforts to support and scale-out the Baby-friendly Hospital Initiative.

In pre-operative paragraph:

"Mindful of the fact that implementation of the global strategy for infant and young child feeding and its operational targets requires strong political commitment and a comprehensive approach, including strengthening of health systems and communities with particular emphasis on the Baby-friendly Hospital Initiative, and careful monitoring of the effectiveness of the interventions used;

and 1. URGES Member States: to strengthen and expedite the sustainable implementation of the global strategy for infant and young child feeding including emphasis on giving effect to the aim and principles of the International Code of Marketing of Breast-milk Substitutes, and the implementation of the Baby-friendly Hospital Initiative

and 2. REQUESTS the Director-General: (4) to support Member States, on request, in expanding their nutritional interventions related to the double burden of malnutrition, monitoring and evaluating impact, strengthening or establishing effective nutrition surveillance systems, and implementing the WHO Child Growth Standards, and the Baby-friendly Hospital Initiative.

**SIXTY-THIRD WORLD HEALTH ASSEMBLY WHA63. Agenda item 11.6 21 May 2010 Infant and young child nutrition.**

## A Message from The Chair

The Ontario Breastfeeding Committee has had a productive year in 2009 and the first half of 2010 and the committee actively completed many activities to help further BFI in our province.

*Ontario now has a total of 10 designated facilities out of the 30 in the country: 3 hospitals and 7 community health care services*

- St Joseph's Hospital in Hamilton
- Toronto East General Hospital
- Grand River Hospital, Kitchener
- Thunder Bay District Health Unit
- Sommerset West CHC in Ottawa
- Peterborough City-County Health Unit
- Peel Public Health Unit
- Chatam-Kent Public Health Unit
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### Message from the Chair

The activities this year are reflective of the vigilant and tireless efforts of the executive committee and membership working in various ways to bring the Baby-Friendly Initiative to the province. We have made great strides moving forward in our work and I anticipate seeing many great things happen in 2010 with the work of a dedicated membership of OBC.

I wish to express my thanks to the members of the OBC executive for all your hard work throughout the year and to the members of the OBC for your continued efforts to promote, protect and support breastfeeding in this province. This work will continue under the capable direction and leadership of the new chair for OBC, Eileen Chuey from Halton Health Region in Oakville.

Thank you to all the members of OBC for a great year. It has been my privilege to represent you.

Respectfully submitted,



Laura Prodanyk , Chair of OBC ,

May 26, 2010.

### Meetings with the Provincial Council for Maternal Child Health

#### Breastfeeding Support Services group.

Three face-to-face meetings were held in November, March and May in Toronto. The final report with the recommendations were presented to the Ministry of Health and Long Term Care (MOHLTC) in June. OBC continues to partner and collaborate with RNAO and OPHA to lobby the government at different levels to implement the Baby-Friendly Initiative in provincial programs and health services.

### Press Coverage at Queens Park Legislature

In 2009 an interested group of stakeholders across the province came together to draft "Recommendations for a Provincial Breastfeeding Strategy for Ontario". This document was completed in December. It was disseminated to the OBC membership and to the groups that endorsed the document and was also posted on the OBC website. At the time of release, members were encouraged to take the strategy to a meeting with their local MP's. A letter accompanied the strategy and this went to the ministers and deputy ministers of the MOHLTC, Health Promotion and Child and Youth Services.

On May 12 a press conference addressing the continuing need for a strategy was held at Queen's Park by France Gelinias, NDP health critic. Lori Levere represented OBC. Following this France fielded some questions to the Ministries highlighting the need to protect breastfeeding initiation in the absence of such a strategy. Media coverage happened on television news reports and online news channels.

## Step by Step, Day by Day...

**Step 1. Have a written breastfeeding policy that is routinely communicated to all health care staff.**

*A few words of wisdom from the newly BFI designated Chatham-Kent Public Health Unit...*

When trying to implement the Baby Friendly Initiative (BFI), step 1: can often be one of the most intimidating processes; however, in our health unit we took a philosophical approach to policy development.

**Philosophy #1: Ensure all policies and procedures are evidence-based.** There is a myriad of research today that supports the Baby Friendly Initiative. Our Health Unit initially decided to implement the RAO Breastfeeding Best Practice Guidelines for Nurses; however, upon reading this well-researched document, it became clear that it was an endorsement of the BFI. It was an easy decision to continue with BFI Certification, since there is the added benefit of having criteria that is measured and met.

**Philosophy #2: Don't reinvent the wheel.** At the time of our policy development the Breastfeeding Committee for Canada had a sample policy that covers all the points of the 7-point plan in their now obsolete Canadian Implementation Guide. Currently is not available on their site, however, this sample policy can be downloaded from [www.babyfriendly.org/nz](http://www.babyfriendly.org/nz). Using a sample policy made it simple to cover all the steps while making revisions relevant to our Health Unit.

**Philosophy #3: If you build it, they will come.** Here is the big question : "Do you make changes in the agency first and then make a policy that reflects those changes? Or do you

make a policy that will affect change in the agency first, thus providing incentive to change practice?" It is a well-known fact that the Baby Friendly Initiative must have the support of management in order to work. Policy development indicates that management approves of the changes that may be necessary in order to carry out the policy, making change easier. For this reason, the policy was the first step we took on our Baby Friendly Journey. When staff had questions about why we do things a certain way, the answer always began with, "This is a part of our policy because..."



*I believe the Baby Friendly Initiative is 80% attitude and 20% practice. The policy is the first step in changing attitudes toward supporting breastfeeding mothers.*



***A new sample policy will be available shortly on the OBC website.***

**A** Great resource for increasing Hospital Staff Awareness about skin to skin care is the video by Nils Bergman called ***Kangaroo Mother Care I- Rediscover the Natural Way to Care for your Newborn.*** The film is cost effective (\$69.00) and is a useful tool to use for staff in maternal child areas. It has been used by a large hospital in Peel Region to increase the numbers of women receiving skin to skin care in the first days post partum. The link for purchase is: <http://www.kangaroomothercare.com/products2007.htm>



## Congratulations from all the members of the Ontario Breastfeeding Committee

### Three New Community Health Services Designated Baby Friendly

#### Chatham-Kent Public Health United

On April 13<sup>th</sup>, in a ceremony attended by breast-feeding mothers and public health workers at the WISH Centre in Chatham, The Chatham-Kent Public Health United was designated “Baby-Friendly” .

The Municipality of Chatham-Kent has a population of 107,000 ( 1100 births per year). Chatham-Kent is a blend of communities, from urban centres to rural settings. The communities of Chatham-Kent are serviced by separate newspapers, 5 radio stations and 5 Television networks.

“ We have a good working relationship with our hospital (our liaison nurse has an office in the hospital), and with Ontario Early Years Centre. We are able to offer CPNP groups there and have provided breastfeeding classes and labour and delivery classes there.” Karen Nielsen



*Eileen Chuey, Chair elect of the Ontario Breastfeeding Committee presented the award on behalf of the Breastfeeding Committee for Canada. Left to right are Paula Morrison, Eileen Chuey, Brian King and Karen Nielsen.*

#### Halton Region Health Department

On Tuesday, May 4, 2010, Halton Regional Chair, Gary Carr accepted an official plaque from the Breastfeeding Committee of Canada (BCC), designating the Halton Region Health Department (HRHD) as Baby Friendly—the first health organization in the region and the fourth health unit in Ontario to receive this status.



“As Chair of the Board of Health, I’m proud that the Health Department continues to be leaders in the community promoting better health for all of our residents, including the very youngest,” said Chair Carr. “The Baby Friendly Initiative puts the health of new mothers and babies first by ensuring the education and support they need are in place. We can now help other health organizations in Halton do the same.”

Laura Prodanuk, chair of the Ontario Breastfeeding Committee (OBC) and representative of the BCC, formally recognized the efforts of the department, “Receiving Baby Friendly status is a significant achievement for any health organization,” she said. “We have been impressed by the Region’s supportive environment and their relationship with other community organizations. Staff knowledge is also excellent, and we saw firsthand how parents in the community actually incorporated what the staff taught them. It’s a great step forward in the protection and promotion of breastfeeding as the norm in Halton.”

## Algoma Public Health

became the 5<sup>th</sup> public health unit out of 36 health units in Ontario to receive the international Baby Friendly Initiative award!



*Some members of the Algoma BFI team pose for celebratory photo in front of the CHS in Sault St. Marie,*

In January 2010, a three-day assessment of all Algoma Public Health offices was completed. The assessment team interviewed staff and mothers, accompanied public health nurses on home visits and attended prenatal and parenting programs to assess how well Algoma Public Health was putting their breastfeeding policies and practices into place.

“There’s an excellent rapport between the health unit and the community” states Kathy Venter, lead assessor with the BCC. “All staff members were very positive and willing to participate in the assessment. Great team spirit and respect for the clients was evident.”

*Kathy Venter and Louise Gilbert finalize the report before the BCC teleconference where the decision will be made based on the findings of the assessors.*



## Algoma Community Spirit in Evidence

*Louise Gilbert enjoys the beautiful clothing in the community closet, lovingly presented for the taking by the parents using the services.*



## World Breastfeeding Week 2010

First week of October in Canada



See the Waba site for great resources and information

<http://worldbreastfeedingweek.org>

## OBC Notice Board

### July 2010

**Please renew your membership and invite your colleagues to join us too!**

**We have a special rate for organizations!**

**Download a membership form from the website**

**[www.breastfeedingontario.org](http://www.breastfeedingontario.org)**

The Ontario Baby Friendly Initiative in Community Health Services (Ont. BFI in CHS) offers opportunities for representatives of community health services to share and problem solve various aspects of implementing the *7-Point Plan* in their local health service agencies to meet the goals for BFI.

For more information contact

Dawn Hanes [dhanes@pcchu.ca](mailto:dhanes@pcchu.ca)

**The Ontario Baby Friendly *Hospital* group extends an invitation to network with other hospitals working on BFI:**

This group networks and shares strategies for implementation of the Baby Friendly (Hospital) Initiative.

For more information contact

*Janet Zablocki or Kathy Venter*  
[bfi@breastfeedingontario.org](mailto:bfi@breastfeedingontario.org)

**Ontario Breastfeeding Committee has a new Web makeover!**

Our OBC website has been revised by a new webmaster (Nuevo Designs) and has been updated and improved along with the continuation of a members only site to allow OBC members access to BFI resources developed by many different organizations. Check it out!! [www.breastfeedingontario.org](http://www.breastfeedingontario.org)

**Mark your Calendars!**

### The 2010 BFI Expo

Is now in the planning stages and we expect another roaring success! Watch the OBC website for details coming soon

November 18<sup>th</sup>. 2010  
Oakville

**See you there!!**