



ONTARIO BREASTFEEDING COMMITTEE NEWSLETTER

AUGUST 2009

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July 27, 2009

The BCC and the OBC congratulate the Region of Peel – Public Health on their designation as a “Baby-Friendly Community Health Service” on June 25, 2009. The assessment team observed excellent practice during the external assessment, and congratulated everyone involved for their efforts to ensure the protection, promotion and support of breastfeeding.

Demographics: Peel has 15,168 births per annum, and 44% of the population are immigrants. In addition to English, other common first languages include Punjabi, Urdu, Polish and Italian. The low income rate is 15%.

Peel Region-Public Health Awarded 'Baby Friendly' Designation



Peel Region Public Health: The BCC BFI assessors and some of the leaders celebrate the conclusion of the BFI assessment .

Left to right: Marg LaSalle, Marina Green, Naznin Herbert, Marianne Brophy, Kathy Venter, Anne Fenwick, Dr.Eileen DeVille and Joan Davison.

Congratulations from all the members of the Ontario Breastfeeding Committee

Services include prenatal instruction, and postnatal individual home and clinic visits. Peel Public Health has two large breastfeeding clinics, and operates an additional 3 breastfeeding clinics in conjunction with local hospitals. Nurses from the telephone help line and breastfeeding clinics are able to make home visits to families when necessary.

The official presentation of the award will take place in September 2009.

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ONTARIO PROGRESS REPORT:

Action to increase Sustained Breastfeeding Rates Through the Baby Friendly Initiative.

A report has been authored by Lori Levere Chair, Policy and Political Action sub-committee of the Ontario Breastfeeding Committee (OBC) as a supplement to the report created by the OBC entitled: *A Report to the Ontario Ministry of Health on a Global Strategy to Improve Breastfeeding Rates in Ontario*, January 2006.

This valuable document presents some of the actions supporting breastfeeding as a primary health care strategy and reflects on the results of the OBC BFI Survey of 2008 which revealed the state of breastfeeding in Ontario and the challenges identified in the BFI implementation process.

The document forms part of a national report prepared for the Public Health Agency of Canada by the Breastfeeding Committee for Canada .

The Ontario Progress Report can be accessed on the OBC website www.breastfeedingontario.org



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Remembering Senator Edward Kennedy's role in protecting infant health from Nestlé and others

Press release 27 August 2009

Senator Edward Kennedy, who died on Tuesday 25 August 2009, played a pivotal role in protecting babies around the world from the aggressive marketing of baby food companies such as Nestlé. Though companies continue to contribute to the unnecessary death and suffering of infants through aggressive marketing of breastmilk substitutes, a senate hearing held by Senator Kennedy in 1978 led to a marketing code being adopted by the World Health Assembly three years later, a vital tool for holding corporations to account. Today over 70 countries have introduced the [International Code of Marketing of Breastmilk Substitutes](#) and subsequent, relevant Resolutions into national measures and where these are enforced, breastfeeding rates are recovering.

For the full press release and video clip see page 8



What's happening in Ontario?

We want to hear from you!

Please send your news to kventer1@cogeco.ca

This year has seen a steady increase in the work of the OBC to support the Baby Friendly Initiative (BFI) in Ontario. The BFI@breastfeedingontario.org address has yielded hundreds of correspondences with May 2009 alone replying to 56 e-mails. Questions around BFI implementation, interpretation of the Global Criteria, use of the Breastfeeding Committee for Canada (BCC) BFI Indicators, data collection and guidance around engaging the designation process continue to come from all areas of Ontario, from both community and hospital facilities.

So far this year the Assessment Committee has completed 2 x document reviews, 2 x pre-assessments and en involved in 2 external assessments with another one pre-assessment and 2 final assessments to go before December.

Members of the Assessment Committee continue to provide support and guidance to the two hospitals and four community health facilities designated Baby Friendly who now work towards re-designation. The Assessment Committee continues to build capacity by including assessor candidates in the designation process at every opportunity.

The **BFHI** group for hospitals working on BFI has met three times this year with Janet Zablocki from Toronto East General hospital will chair that meeting This group is very small but has provided valuable support. For more information contact Kathy at BFI@breastfeedingontario.org

Committee members continue to provide education and support in the form of consultations and presentations about BFI on request. Examples are a presentation to the Infant Mental Health program at the Hospital for Sick Children in February 2009 and consults at Montfort hospital in Ottawa and Hamilton Region.

UNICEF CANADA PRESIDENT & CEO NIGEL FISHER ADDRESSES WORLD BREASTFEEDING WEEK

In a powerful President's Message, 'Breastfeeding: A Matter Of Children's Rights' was the topic and Mr. Fisher did an excellent job of describing the importance of breastfeeding for all children, stressing the need for support from all sections of society, even mentioning the Baby Friendly Initiative:

"There are now 26 designated Baby-Friendly Health Services across Canada providing the

gold standard in breastfeeding promotion and support. They include 10 hospitals, two birthing centres and 14 community health services. All of this is a good beginning. 2009 is the 20th anniversary of the Convention on the Rights of the Child, which protects the rights of mothers and children to breastfeed. This is a good time to remind friends, family, corporate citizens, and

governments at all levels, that children have a right to the best sources of nutrition, women have a right to the best sources of information and we have a responsibility to ensure those rights are progressively realized. "

For the full message see <http://www.unicef.ca/portal/SmartDefault.aspx?at=1950>



WORLD BREASTFEEDING WEEK 2009:

" BREASTFEEDING IS A VITAL EMERGENCY RESPONSE "

The World Alliance For Breastfeeding Action (WABA) objectives for world breastfeeding week 2009 are

- To reinforce the vital role that breastfeeding plays in emergency response worldwide.
- To advocate for active protection and support of breastfeeding before and during emergencies.
- To inform mothers,

breastfeeding advocates, communities, health professionals, governments, aid agencies, donors, and the media, about how they can actively support breastfeeding before and during an emergency.

- To mobilise action and promote networking and collaboration between those with breastfeeding management skills and

those involved in emergency response.

Download useful resources for World Breastfeeding week at <http://worldbreastfeeding-week.org/> + <http://www.infactcanada.ca>



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations ECOSOC).

Step by Step, Day-by-Day...

Point 7. Promote collaboration between health care providers, breastfeeding support groups and the local community.

Point Seven of The Seven Point Plan For The Protection, Promotion And Support Of Breastfeeding In Community Health Services (CHS) aims to ensure that families

- experience an effective transition from hospital, birthing centre or midwife to the CHS,
- receive support after hospital discharge through local community breastfeeding support groups or peer breastfeeding counselors,
- know how to access professional and lay support services in the community – especially after hours.

Community Health Services strive to engage local communities to promote/support breastfeeding (e.g., family physicians, pediatricians, midwives, Pregnancy Outreach Programs, Canada Prenatal Nutrition Programs, schools, employers and businesses, media, World Breastfeeding Week etc.) and ensure that all written and web-based information for parents is evidence based, supports informed decision making and is free of commercial influence (complies with the WHO International Code of Marketing of Breastmilk Substitutes and subsequent relevant WHO Resolutions).

In order to achieve these goals, CHS work very closely with hospitals/birthing facilities, prenatal education providers, local professional and lay breastfeeding resources to build a support system for the crucial early weeks and to provide the ongoing support necessary to achieve the recommended breastfeeding duration rate of 6 months exclusive breastfeeding with the timely introduction of appropriate complementary foods and continued breastfeeding for two years and beyond as long as mother and baby are willing.

It is clear that peer support also extends to community health services, where networking and sharing resources and strategies is mutually beneficial in the implementation of best practice standards and the journey to becoming Baby Friendly. Opportunity for this type of networking and support is available through participation in the meetings of The Ontario Baby Friendly Initiative in Community Health Services sub committee of the OBC. This group is chaired by Dawn Hanes, Child Health Program, Peterborough County-City Health Unit and meets via teleconferencing. For information contact Dawn dhanes@pcchu.ca

Check list for BFI implementation:

The Seven Point Plan and Practice Outcome Indicators For The Protection, Promotion and Support of Breastfeeding in Community Health Services (CHS) March 24, 2004. Extracted from page 22.

The manager responsible for client programs or services (or alternate) describes an adequate procedure for the transition from hospital, birthing center or midwife to CHS staff, to ensure the continuum of care. This includes

- evidence of strong liaison and communication between hospital(s) and CHS in discharge planning
- an awareness of hospital policies
- the provision of written information prior to hospital discharge on the signs of successful breastfeeding and where and from whom to seek assistance for concerns
- a system of follow-up support for all breastfeeding mothers after they are discharged (e.g., early postnatal or lactation clinic check-up, home visit, telephone call, referral to a mother support group, etc.)
- describes at least one way in which mothers are referred to local **community breastfeeding**



It is the 7th Point which will ensure that society values and supports breastfeeding as the normal way to feed babies.

Step by Step, Day-by-Day... Point 7. continued from page 4

support groups or peer breastfeeding counselors (e.g., through written material or counseling)

- can provide a copy of the written information for mothers about these services
- Can show documentation showing routine and specific referral of mothers to the community breastfeeding support groups
- provides evidence of **liaison and collaboration between the CHS and the local community** to promote/support breastfeeding (e.g., family physicians, pediatricians, midwives, Pregnancy Outreach Programs, Canada Prenatal Nutrition Programs, schools, employers and businesses, media, World Breastfeeding Week)
- provides documentation of consultation with voluntary breastfeeding support in the development of policies and guidelines concerning breastfeeding.

A useful study looks at peer support:

Dennis CL, Hodnett E, Gallop R, et al. The effect of peer support on breast-feeding duration among primiparous women: a randomized controlled trial. *CMAJ* 2002 Jan 8;166:21-8

<http://www.cmaj.ca/cgi/content/full/166/1/21>

An international visitor contacted the OBC to facilitate her visit to Canada.

Trinie Moore was awarded the New Zealand Nurses Organization Margaret May Blackwell travel scholarship. This scholarship is awarded yearly to enhance child health knowledge.

The topic that she chose to examine was breastfeeding programs, specifically to examine the Canadian context and answer the following questions:

- How is breastfeeding promoted in community facilities
- How is breastfeeding promoted to the vulnerable populations within the country
- What initiatives work in promoting breastfeeding
- Could these successful initiatives be adapted to the New Zealand setting.

We arranged for Trinie to spend two days with the BC Baby Friendly committee touring urban and rural breastfeeding support programs and then she visited Ontario—Porcupine Health Unit including Moosanee, Halton Region, Kitchener Breastfeeding Buddies program, INFACT Canada and then she met with some members of the OBC executive to discuss provincial strategy.

Trinie has promised to send us her report once it is completed – see the next newsletter. If anyone would like to contact Trinie she is at mootr539@student.otago.ac.nz

Designated 'Baby Friendly' Facilities In Ontario

- ☺ Toronto East General Hospital.
- ☺ Grand River Hospital, Kitchener.
- ☺ Thunder Bay District Health Unit.
- ☺ Peterborough County City Health Unit.
- ☺ Somerset West Community Health Centre
- ☺ Peel Region Public Health

St. Joseph's Health Care in Hamilton is undergoing re-designation.

OBC Notice Board



Help Wanted

If you enjoy being creative and keeping in touch with the work of the OBC and the Baby Friendly Initiative, please contact Kathy Venter to work on the next OBC Newsletter. We need all of our members to get involved.

Please contact
kathy.venter@gmail.com.

Please renew your membership and invite your colleagues to join us too! We have a new rate for organizations!

Download a membership form from the website

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 dhanes@pcchu.ca

Another Useful Resource To Inspire The BFI Journey From The UNICEF UK Baby Friendly Initiative:...

"This guide is aimed at all those who are tasked with, or who wish to drive forward, the creation of a breastfeeding strategy.

Some will have a senior managerial role and be familiar with the process of creating and implementing strategic documents, while others may never have undertaken such a responsibility before.

Similarly, some will have professional experience of

breastfeeding, while others may have little knowledge of breastfeeding or what is required to improve breastfeeding rates. Therefore, this document offers guidance on how to

- create a strategy,
- offer guidance on suggested content and structure and background information on the evidence
- practice examples for

For the full document see
www.babyfriendly.org.uk



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

This group meets to network and share strategies for implementation of the Baby Friendly (Hospital) Initiative.

For more information contact
Kathy Venter
bfi@breastfeedingontario.org

Resources



Breastfeeding: Making the Connection- A Documentary Film

Breastfeeding is a popular topic in both the news and in the personal stories of women's lives. Coverage of breastfeeding information usually focuses on the controversial, the cultural and the problematic aspects of the topic. But how has this natural human behaviour become so complex for Canadian women?

A new documentary film – Breastfeeding: Making the Connection has featured many of the influencing factors which impact breastfeeding in Canada. This film pushes the viewer to think about breastfeeding and its complexity while suggesting a road to better breastfeeding outcomes for women.

The film includes testimonies from women, activists, physicians and nurses, and addresses important cultural, scientific, historic and political considerations on this compelling topic.

Examples of the many topics addressed include: breastfeeding initiation after vaginal and caesarean birth, discussion on how formula marketing affects breastfeeding, and how breastfeeding is a learned skill, vulnerable to the current lack of professional education on the topic. The film features an Aboriginal mother who describes the impor-

tance of breastfeeding. A path to reclaiming better Canadian breastfeeding rates is suggested through the WHO Baby Friendly Initiative, as a strategy for Canadian maternity care.

Breastfeeding Coalition with the financial assistance of the **World Alliance for Breastfeeding Action (WABA)** has produced this short 35 minute documentary so needed by Canadian breastfeeding advocates and decision makers in the field of maternal and infant health.

Available from INFAC T Canada at www.infactcanada.ca

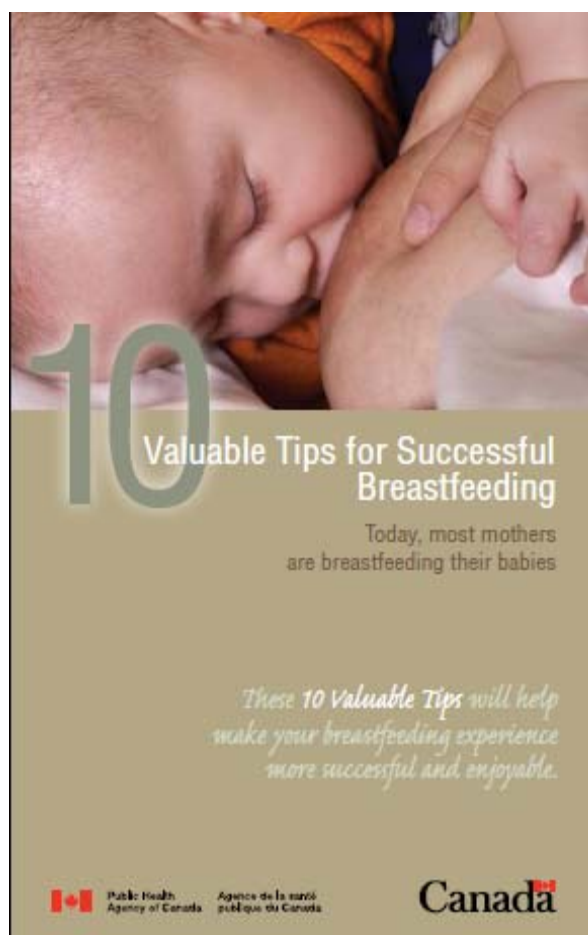
The Public Health Agency of Canada has recently revised and re-printed two popular resources : 10 Great Reasons to Breastfeed your Baby and 10 Valuable Tips for Successful Breastfeeding.

For free copies of these booklets, please email your request to publications@hc-sc.gc.ca or call 1-866-225-0709. There is an order limit of 400 booklets at a time.

These resources will also be available (in both black and white and colour) on the PHAC and BCC websites at

<http://www.publichealth.gc.ca/breastfeeding> and

<http://www.breastfeedingcanada.ca/html/whatsnew.html>





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Remembering Senator Edward Kennedy's role in protecting infant health from Nestlé and others

Press release 27 August 2009

Senator Edward Kennedy, who died on Tuesday 25 August 2009, played a pivotal role in protecting babies around the world from the aggressive marketing of baby food companies such as Nestlé. Though companies continue to contribute to the unnecessary death and suffering of infants through aggressive marketing of breastmilk substitutes, a senate hearing held by Senator Kennedy in 1978 led to a marketing code being adopted by the World Health Assembly three years later, a vital tool for holding corporations to account. Today over 70 countries have introduced the [International Code of Marketing of Breastmilk Substitutes](#) and subsequent, relevant Resolutions into national measures and where these are enforced, breastfeeding rates are recovering.

The clip below shows how Senator Kennedy put a Nestlé executive on the spot regarding its corporate social responsibility in conditions where formula feeding can lead to sickness and death.

The Senate Hearings held by Senator Kennedy culminated in a call for there to be a marketing code for breastmilk substitutes, a call that was heeded by the World Health Organisation (WHO) and UNICEF, which began the drafting

process the following year.

Six civil society organisations involved in the first 1979 drafting meeting formed the International Baby Food Action Network ([IBFAN](#)) to coordinate their activities. Today IBFAN consists of more than 200 groups in over 100 countries and trains policy makers on the International Code and Resolutions and monitors baby food companies against them.

While many company strategies (such as putting baby pictures on labels) have been stopped, other strategies have emerged (notably claiming formula protects against infection and provides other health benefits - see the [Campaign for Ethical Marketing action sheets](#)).

Nestlé continues to be the worst of the baby food companies, and takes the lead in opposing implementation of the International Code and Resolutions and is one of the most boycotted companies on the planet because of this.



(Right: Nestlé formula in Malawi, one of the world's poorest countries, in 2009. Nestlé claims its formula 'protects', whereas in truth infants fed on it are more likely to become sick and die than breastfed infants).

Mike Brady, Campaigns and Networking Coordinator at Baby Milk Action, said:

The importance of the Senate Hearings organised by Senator Kennedy should be remembered in his obituary. The Hearings are so significant that Nestlé continues to attack them in its public relations strategy against the boycott, currently distributing a pseudo-scientific article that misrepresents what happened. Senator Kennedy helped to bring about the International Code of Marketing of Breastmilk Substitutes which has helped to save lives by stopping corporate malpractice in many countries.

Contact

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Mike Brady: mikebrady@babymilkaction.org Tel: +44 20 3239 9222

Notes for editors

- Nestlé is distributing a paper that misrepresents the Senate Hearings held by Senator Kennedy in an attempt to undermine support for the boycott. The paper contains many factual errors and the publishers, the British Journal of Midwifery, gave Baby Milk Action a substantial right to reply - which is not distributed with Nestlé off-print. An exposé, with contemporary documents from the time of the Hearings, can be found in the Your Questions Answered section at:

www.babymilkaction.org/resources/yqsanswered/yqanestle09.html

- A [new briefing](#) shows how Nestlé has misled George Clooney on the position of the Methodist Church and 'British midwives', untrue claims that Mr. Clooney's office has relayed to those questioning his willingness to work with Nestlé by appearing in Nespresso advertisements.
- For other pictures see <http://www.flickr.com/babymilkaction/>
- Nestlé is the target of the boycott as independent monitoring finds it is responsible for more violations the [International Code of Marketing of Breastmilk Substitutes](#) and subsequent, relevant Resolutions than any other company.
- Baby Milk Action is a not-for-profit organisation and the UK member of the International Baby Food Action Network ([IBFAN](#)). It is funded by membership fees, merchandise sales and donations, along with grants from development organisations and charitable trusts.
- The boycott of Nestlé focuses on Nescafé, its flagship product, but Baby Milk Action [lists the brands](#) from which Nestlé profits so boycott supporters can avoid them all. [Guardian reported on 1 September 2005:](#)

"What do Nike, Coca Cola, McDonald's and Nestlé have in common? Apart from being among the world's most well-known brands, they happen to be the most boycotted brands on the planet. That finding came from this week's global [GMIPoll](#), an online opinion poll that surveyed 15,500 consumers in 17 countries. Nestlé emerges as the most the most boycotted brand in the UK because of what respondents consider its "unethical use and promotion of formula feed for babies in third world countries."

- Nestlé won a global internet poll for the world's 'least responsible company' coinciding with the World Economic Forum in Davos in January 2005. Nestlé received 29% of the votes. This was more than twice that of joint second Monsanto and Dow Chemicals (of Bhopal infamy), each on 14% ([click here for details](#)).
- For information on baby food marketing malpractice see the [codewatch](#) and [boycott](#) sections of this website. The Corporate Watch website has [a detailed report on Nestlé](#).
- According to the World Health Organisation, 1.5 million infants die around the world every year because they are not breastfed. See the [Your Questions Answered](#) section.
- Nestlé is found to be responsible for on-going systematic violations of

the World Health Assembly marketing requirements in the report [Breaking the Rules, Stretching the Rules 2007](#).

Baby Milk Action is a member of the International Baby Food Action Network

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