

Background Information

The Ontario Breastfeeding Committee of (OBC) is a volunteer organization put together by health care professionals representing numerous organizations and consumer organizations all committed to protecting, supporting, and promoting breastfeeding in Ontario.

The OBC is responsible, in partnership, with the Breastfeeding Committee for Canada (BCC) for the implementation of WHO/UNICEF Baby Friendly Initiative in Ontario.

This partnership entails evaluating the Ontario situation, networking with hospitals / maternity facilities intending to become Baby Friendly, advocating for breastfeeding, acting as a catalyst and resource centre for BFI, identifying barriers to BFI implementation, delineating educational needs and encouraging breastfeeding research.

The OBC will be the contact between the hospital / community facility and the BCC for all matters related to the Pre-Assessment and external Assessment process.

It is expected that the role of the provincial committees will evolve and expand over time when government sanction has been obtained.

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Mission Statement

Vision:

Breastfeeding is the norm for infant feeding in Ontario.

Mission:

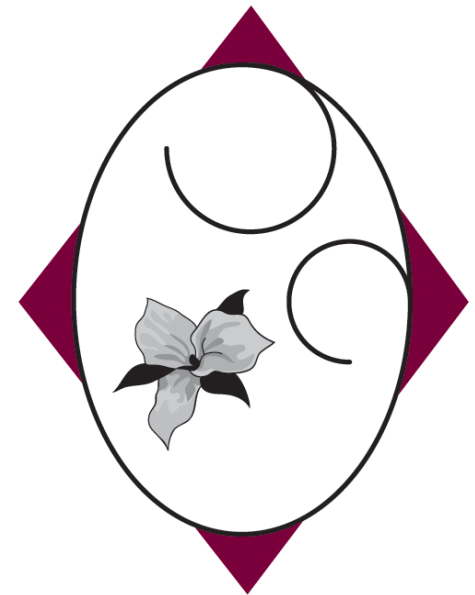
To protect, promote and support breastfeeding in the province of Ontario.

Goals:

To facilitate the implementation of Baby-Friendly Initiative (BFI) in Ontario by:

- Develop partnerships and collaborative strategies with health care organizations, health care providers, consumers, and multisectoral organizations interested in breastfeeding
- Advocate for breastfeeding in Ontario
- Act as a resource for BFI information
- Provide expert advice and recommendations for policy and guidelines development and implementation
- Act as the contact between health facilities and the BCC for all matters related to the Pre-Assessment and External Assessment process, as outlined in the '*Hospital/Maternity Facility Guidelines for the Implementation of the WHO/UNICEF BFHI in Canada.*'

Ontario Breastfeeding Committee



***Promoting, Protecting, and
Supporting the Baby Friendly
Initiative (BFI) in Ontario.***

The 10 Steps to Successful Breastfeeding

Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
 2. Train all health care staff in skills necessary to implement this policy.
 3. Inform all pregnant women about the benefits and management of breastfeeding.
 4. Help mothers initiate breastfeeding within a half-hour of birth.
 5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
 6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
 7. Practice rooming-in: allow mothers and infants to remain together 24 hours a day.
 8. Encourage breastfeeding on demand.
 9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
 10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.
- World Health Organisation, Geneva, Switzerland. 1992*

Seven Point Plan

For the protection, promotion and support of breastfeeding in Community Health Care Settings

All providers of community health care will:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all staff involved in the care of mothers and babies in the skills necessary to implement the policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Support mothers to initiate and maintain breastfeeding.
5. Encourage exclusive and continued breastfeeding, with appropriately-timed introduction of complementary foods.
6. Provide a welcoming atmosphere for breastfeeding families.
7. Promote co-operation between health care staff, breastfeeding support groups and the local community.

OBC Contacts:

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The Baby Friendly Initiative

The Baby-Friendly Hospital Initiative (BFHI) was launched by WHO and UNICEF in 1991 at the meeting of the International Paediatric Association in Ankara, with the following objectives:

- to enable mothers to make an informed choice about how to feed their newborns;
- to support early initiation of breastfeeding;
- to promote exclusive breastfeeding for the first 6 months;
- to ensure the cessation of free and low cost infant formula supply to hospitals;
- to include, possibly at a later stage and where needed, other mother and infant health care issues.

This is a global network that aims to give every baby the best start in life by creating a health care environment where breastfeeding is the norm, thus helping to reduce the levels of infant morbidity and mortality in each country.

In Canada the initiative is known as the Baby Friendly Initiative (BFI) to include all forms of community support and involvement.

All Baby Friendly hospitals follow the "Ten Steps to Successful Breastfeeding" and all Baby Friendly Community Health Settings follow the "Seven Point Plan"