



# Ontario Breastfeeding Committee Newsletter

Volume 2: # 2: May 2003

## ***St. Joseph's Hospital - The First Baby Friendly Hospital in Ontario***

Congratulations to St. Joseph's Hospital in Hamilton who were designated a "Baby Friendly Hospital" following the rigorous evaluation process in March. The staff of this facility truly exhibits the heart and soul of the Baby Friendly Initiative and can provide us with encouragement and hope for more such facilities throughout Ontario.

It is very evident that the staff of St. Joseph's have invested years of work into this process and the results can be measured by practice outcomes – good consistent prenatal education, minimal separation of mother and baby, early initiation of breastfeeding, no unnecessary supplementation, individual teaching and support for every mother whether breast or artificially feeding, careful follow-up on discharge with referral into the community for continuing support. Most convincing are the wonderful comments and expressions of appreciation made by the families passing through the facility.

One of the most striking things about St. Joseph's maternity facility is the solid multidisciplinary team that has evolved, ensuring support and sustainability for the Baby Friendly Initiative in the hospital and the community it serves.

***From all breastfeeding advocates in Ontario - well done and thank you for leading the way.***



For information contact:

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St. Joseph's Hospital, Hamilton.  
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## ***Breastfeeding Education In Many Forms Across Canada***

The most meaningful investment in the promotion, protection and support of breastfeeding in any community is the investment in education for health workers and peer support groups as well as reliable information and resources for parents. When the WHO/UNICEF Baby Friendly Hospital Initiative (BFHI) was created in the early 1990's, a minimum educational requirement was recognized as essential for the implementation and support of the BFHI Global Criteria ( The Ten Steps to Successful Breastfeeding) or best practice guidelines for successful breastfeeding. An 18-Hour lactation Management Course was created to incorporate the Global Criteria and the basic tenets of the International Code of Marketing of Breastmilk Substitutes to provide a basic minimum standard of breastfeeding education for staff of maternity facilities. Many forms of breastfeeding education have since evolved and how to know which of all the various courses and education opportunities available today will satisfy the criteria for accreditation as "Baby Friendly" is a question often asked.

Cont. on page 3

### ***Inside this Issue:***

1. St. Joseph's Hospital - The First Baby Friendly Hospital In Ontario  
  
Breastfeeding Education In Many Forms Across Canada
2. What's Happening In Ontario?  
  
The Breastfeeding Challenge 2003  
  
Guidelines For Who/Unicef Baby-Friendly™ Initiative (Bfi) In Canada
3. Bfi Provincial And Territorial Meeting  
  
Annual General Meeting Of The Ontario Breastfeeding Committee
4. Membership Form

**The Ontario Breastfeeding Committee:**

The Provincial Contact for the Breastfeeding Committee for Canada –the National Authority for the WHO/UNICEF Baby Friendly™ Hospital Initiative in Ontario.

**For information contact:**

Kathy Venter  
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***What's happening in Ontario?*****We want to hear from you!**

- Does your community have a Breastfeeding Committee, Task Force, or Coalition?
- Is your facility working towards the Baby Friendly™ Initiative?
- Would you like a copy of the Guidelines for Baby Friendly™ Initiative in Canada?

Share your information by contacting Kathy Venter,  
Communication and Public Relations Officer  
[kventer1@cogeco.ca](mailto:kventer1@cogeco.ca) Tel: 905-331-7922

**The Breastfeeding Challenge 2003**

The Challenge 2003 will be extended to the entire US as well as Canada. This will take place on Oct. 4th, 2003! Information is available on the Quintessence site: [www.babyfriendly.ca](http://www.babyfriendly.ca) or contact the OBC at [kventer1@cogeco.ca](mailto:kventer1@cogeco.ca)

**Come and network**

The OBC will host a networking opportunity for members and those interested in finding out more about the organization;

**Friday June 6<sup>th</sup>, 7:30 AM at the 13th Annual National Breastfeeding Seminar, Humber College, Mississauga.**

For information contact

Joyce Ridge Tel: 416-586-3238 or  
Kathy Venter Tel: 905-331-7922

*“Step-by-Step, Day-by-day*

*...that's the Baby Friendly way”*

**Guidelines for WHO/UNICEF Baby-Friendly™ Initiative (BFI) in Canada**

**The Ten Steps and Outcome Indicators for Baby-Friendly Hospitals** is a powerful tool to assist facilities in implementing the Global Criteria for BFI - The 10 Steps to Successful Breastfeeding – allowing facilities to know exactly what criteria will be used for scoring each step in the accreditation process. It ensures that facilities which have invested much time and effort on the journey to becoming “Baby Friendly” are fully prepared for assessment. The preamble to this tool states:

“Guiding assumptions:

- The Baby-Friendly™ Hospital Initiative is an international program for putting the *10 Steps to Successful Breastfeeding* into action, to improve breastfeeding outcomes for mothers and babies.
- Like all other countries engaged in the BFHI process, Canada will rely on the global assessment tool (as updated to reflect Canadian Indicators) to determine whether there is adequate evidence of Baby Friendly practice outcomes. i.e. we accept that the WHO/UNICEF sampling process, interview process, and scoring process shows the evidence that all 10 Steps are operational, and not just intentional. “
- The Canadian Indicators for BFI Practice Outcomes is the guideline for facilities and assessors to know what outcomes are expected i.e. what constitutes evidence of good practice. The Indicator “package” includes Indicators for each step

The process of changing attitudes and practice is important, not “passing” or “failing”. The assessment tool will uncover evidence that the practices are happening in the facility being assessed

For more information about the Baby Friendly™ Initiative in Canada see the BCC website [www.geocities.com/bfingcc](http://www.geocities.com/bfingcc).

Cont. from page 1...

According to 'The Ten Steps and Outcome Indicators for Baby-Friendly Hospitals' (Step 2), the breastfeeding education curricula for all staff responsible for the care of mothers and infants must:

- adequately cover The Ten Steps.
- include current information.
- 18 hours of instruction time is recommended.\*

*\* It should be evident that breastfeeding education of staff is a priority. Scoring is weighted on outcomes. If education is less than 18 hours, the standard of education is judged by assessment of knowledge and skills of the staff interviewed in random sample. The percentages of questions correctly answered should exceed 80% in order for training to be considered adequate.\**

The education of staff

- includes a minimum of three hours of supervised clinical experience.
- these three hours adequately cover practices in steps 4-9.

The senior nurse manager for the health facility or maternity unit provides documentation of breastfeeding education opportunities provided to staff including in-service education, clinical mentorship and conferences.

Staff and physician orientation must include:

- the hospital's breastfeeding policy,
- the benefits of breastfeeding
- WHO Code
- their role in the promotion, protection and support of breastfeeding
- respecting the needs families

When shopping around for breastfeeding education for staff it is important to assess the content/course curricula and how the course is presented to achieve maximum learning of basic skills and empowerment of the participants.

A successful course creates a foundation for positive attitudes and team spirit and has far reaching effects for breastfeeding mothers and babies within the facility and in the communities in which they live.

## A BFI Provincial And Territorial Meeting

was held May 29 to 31, 2003 at the Holiday Select Hotel in Toronto. The agenda included 'The BFI Journey from an Administrators and Policy Makers Perspective' – a workshop with Marianne Brophy : 'Milestones: Ways of Measuring our Progress' - strategies for tracking BFI and collecting data on infant feeding practices and "Becoming Baby-Friendly" - a presentation by personnel from St. Joseph's Healthcare, Hamilton, Ontario, designated as Baby-Friendly on March 29, 2003.

"BFI is intended to be implemented through BFI provincial and territorial committees who will, over time, share more responsibility of BFI assessments with the BCC.

Collaboration will also continue between the BCC and the committees for developing and revising BFI materials that are distributed at local, provincial, and territorial levels. The implementation of BFI throughout Canada will be most effective when local, municipal, provincial, territorial and national groups work together."

*The Implementation and Evaluation of the Baby-Friendly™ Initiative in Canada Final Project Report 1999 – 2002.*

### ***The First Annual General Meeting of the Ontario Breastfeeding Committee will take place in November 2003.***

All members and interested parties are invited to attend.  
Representatives to the executive committee will be elected at this time.  
**Join us in the 'Baby Friendly' future!**

For more information please contact:

Donna Zukiwski, Tel: 905-332-9051 E-mail: [donnaz39@cogeco.ca](mailto:donnaz39@cogeco.ca)

or Kathy Venter, Tel: 905-331-7922 E-mail: [kventer1@cogeco.ca](mailto:kventer1@cogeco.ca)

## Ontario Breastfeeding Committee

**Vision:** Breastfeeding is the norm for infant feeding in Ontario

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

- Developing partnerships and collaborative strategies with health care organizations, health care providers, consumers, and multisectorial organizations with an interest in breastfeeding
- Advocating for breastfeeding in Ontario
- Act as a resource centre for BFI in Ontario
- Delineating breastfeeding educational needs and encouraging breastfeeding research
- Provide expert advice and recommendations for policy and guideline development and implementation

**Membership:** Multidisciplinary health care providers, multisectorial organizations and consumers from across Ontario who have an interest in breastfeeding.

**Annual Membership Fee due January 2003: Amount: \$10.**

## Ontario Breastfeeding Committee Membership Form

<b>Name:</b>	<input type="text"/>
<b>Affiliation:</b>	<input type="text"/>
<b>Address:</b>	<input type="text"/>
	Postal Code: <input type="text"/>
<b>Tel:</b>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<b>E-mail:</b>	<input type="text"/>

**Please indicate the following:**

**I am interested in the work of the following b-committee:**

- COMMUNICATION/PUBLIC RELATIONS       FUNDING & DEVELOPMENT       EDUCATION & RESEARCH
- POLITICAL ACTION & POLICY
- I PREFER A GENERAL MEMBERSHIP AT THIS TIME**

**Membership fee enclosed**

**Signed:** ..... **Date:** .....

**Return to:** OBC, 2915 Headon Forest Drive, Suite #8, Burlington, ON L7M 3Z6