



Ontario Breastfeeding Committee Newsletter

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**The Baby Friendly Initiative™
in Ontario**

Implementation of the Baby Friendly Initiative is happening all across Ontario in hospitals and community health services, involving public participation in diverse ways. Building and strengthening networks to protect, promote and support breastfeeding whether in tiny hospitals or across huge community health districts and involving the tireless efforts of so many dedicated breastfeeding advocates and health care professionals. The areas where BFI activity is happening are indicated by red circles on the map. BFI designated facilities are red stars. We would love to put this map on the OBC website, so please let us know if you are working on BFI so we can add you also.

The information we have is based on the OBC survey conducted in 2003 and on the number of centers requesting information or support from the OBC or BCC. At present many facilities are working towards BFI implementation, and there are 2 hospitals and 2 community health services that have entered into dialogue with the BCC Assessment Committee or are in the process of designation. The OBC and the BCC respect the confidentiality of all facilities engaged in the process.



What's happening in Ontario? The 'Baby Friendly' Designation Ceremony for Thunder Bay District Health Unit was held on September 28th. 2006.

On Friday June 30, 2006 a historic meeting occurred between Ontario breastfeeding advocates including Dr. Jack Newman, Esther Goldstein and Laura Prodanyk, Public Health Nurse from the Thunder Bay District Health Unit and OBC member. The representatives from the Ontario government were Dr. Sheela Basrur (Medical Officer of Health for Ontario who crosses both the ministry of Health and Health Promotion), Dr. Sandy Bennett who is a high level civil servant for the Ministry of Health Promotion and Nancy Novak who represented the Ministry of Children and Youth Services.

The importance of protection, promotion and support of breastfeeding in Ontario and the challenges of providing services was addressed and one of the outcomes of this valuable meeting was that Laura Prodanyk was requested to provide further information and input regarding the 1997 mandate for Health Units which is in the process of revision.

This meeting provided an opportunity to present breastfeeding issues and concerns to important ministry officials and establish contacts within several different ministries.

We want to hear from you!

Please send your news to
kventer1@cogeco.ca

Please renew your membership and invite your colleagues to join us too! Download a membership form from the website
www.breastfeedingontario.org

There was impressive representation from local politicians, administrators, dignitaries and staff from the Health Unit and the local hospital, the local press, members of the public (even one younger than 6 months of age), the Breastfeeding Committee for Canada and the Ontario Breastfeeding Committee. Good wishes were received from all over the country as well as a huge bouquet from the members of the Algoma Health Unit.

The plaque was presented to the Health Unit by Marianne Brophy (co-chair) on behalf of the Breastfeeding Committee for Canada, and the Ontario Breastfeeding Committee was represented by Lori Levere (Chair) and Kathy Venter. Delicious celebratory cake and a good time were had by all!

From left: Laura Prodanyk, Lorraine Repo, Maria Harding (Board of Health), Kathy Venter, Eija Leinonen, Marianne Brophy, Lori Levere.



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The OBC Annual General Meeting in November promises to be an interesting event ...

It is with great pleasure that the OBC welcomes Mr. Mark Persaud and his colleagues to the Annual General Meeting on Monday, November 20, 2006. Mr. Persaud is the Chairman and CEO of the Canadian International Peace Project, an independent, non-partisan organization made up of organizations and individuals of diverse backgrounds dedicated to promoting peace, development and security locally, nationally and internationally. The Project was launched in December 2001, in response to the tragic events of September, 2001 and the resulting consequences in our communities. (www.canadiancipp.org) The latest project completed by the CIPP is the restoration the Shah Mardan Mosque in Andkhoi, Afghanistan.

<http://osgoode.yorku.ca/media2.nsf/58912001c091cdc8852569300055bbf9/626520da45ea0a22852571d3005318fb!OpenDocument>

Mr. Mark Persaud is a lawyer by profession who studied at York University , Harvard University and Osgoode Hall Law School where he earned both his LL.B. and LL.M. He held a broad range of positions as a prosecutor, counsel to the RCMP and civil litigation counsel. Prior to attending law school, he was the Founder of TUCERR, a refugee and immigrant aid organization that he coordinated for five years, providing advocacy, counselling and settlement services for immigrants and refugees from all regions of the world. He has received many community awards over the years for his participation in various community advocacy and development projects locally, nationally and internationally. He was recently nominated for the 2006 Seoul Peace Prize. Mr. Persaud has been widely involved in advocacy and politics at the municipal, provincial and federal levels. He has insight into our political system and how to advocate to further the goals of the OBC.

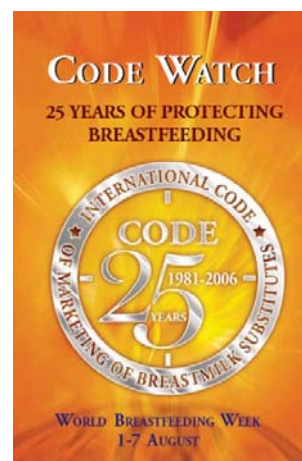
Spotted in Ontario... a new campaign by the Middlesex/London Health Unit,



Cont...

Mr. Persaud and his colleagues will be speaking at the AGM regarding how OBC can access and lobby the individuals necessary to further the work plan. They will also highlight realistically how OBC can move its agenda forward within today's political climate.

World Breastfeeding Week 2006 celebrated 25th Anniversary of the International Code of Marketing of Breastmilk Substitutes.



For more information on the Code see www.waba.org.my

Step by Step, Day-by-Day ...that's the Baby Friendly way"

The Breastfeeding Committee for Canada like the United Kingdom, adapted the WHO/UNICEF Baby Friendly Hospital Initiative to include more focus on community health services – this led to the “Baby Friendly Initiative” in Canada and the formulation of the BCC document

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

The BCC indicator document, defines community health services for the purpose of BFI designation as follows:

Community Health Services

- ❑ include Public/Community Health Departments, Community Health Centres and Ontario Family Health Networks
- ❑ apply Population Health Principles
- ❑ are publicly funded

The services

- ❑ include direct care
- ❑ are provided by health professionals

The client base includes

- ❑ pre- and/or postnatal women
- ❑ families with children from birth to 2 years and beyond

Step one of the Seven Point Plan is: “Have a written breastfeeding policy that is routinely communicated to all staff and volunteers.”

The policy addresses all of the 7 Points by describing practice that

- is measurable in terms of the criteria for each of Points 1 - 7, as laid out in these Canadian guidelines
- protects, promotes and supports breastfeeding

- clearly indicates which CHS staff member will act as the point of first referral for mothers experiencing common breastfeeding challenges upon hospital discharge
- prohibits :
 - promotion of formula or breast milk substitutes
 - prenatal group instruction on breastmilk substitute use
 - postnatal group instruction on breastmilk substitute use,
- indicates that infant feeding education sessions, food, gifts (including pens, writing pads, measuring tapes, etc.) and literature from companies whose products fall within the scope of The Code are not permitted,
- provides that educational materials should be impartial and do not endorse company brand names (e.g., by recommending only one brand of breast pump),
- has been developed in consultation with those using the service and is available to consumers,
- includes provisions/scope for CHS staff members fostering collaboration with others such as health care providers (including physicians), community groups, local businesses (e.g., provision of a parent room at malls), schools and the media (e.g., World Breastfeeding Week events) in working toward a breastfeeding culture in the community,
- is reviewed on a regular basis and includes a mechanism for auditing employee compliance with the policy.

The policy outlines the minimum standards of care. Each CHS is encouraged to strive for best practice through evidenced-based care. Protocols, where they exist, are accurate and evidence-based.

OBC NOTICE BOARD

The Annual General Meeting will take place in Toronto on Monday, November 20th. 2006.

The meeting will follow a presentation by Mark Persaud and Associates.

Save the day to join us in person or by teleconference.

For more information contact Hiltrud at hiltrud@mountaincable.net

The new BFI poster will be available soon from Thunder Bay and District Health Unit:

Display one in your facility to get folks thinking about what "Baby Friendly" means.

The posters will be distributed by OBC for a nominal fee.

For information contact Donna at donnaz39@cogeco.ca
Or Kathy at kventer1@cogeco.ca

The Ontario Baby Friendly Initiative in Community Health Services (Ont. BFI in CHS) has been formed to create 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.

Next Meeting: Jan. 22nd. 2007
Meetings are by teleconference.

For more information contact Hannele at
Telephone (705) 942-3103 ext 244
Fax (705) 541-7308
hannele_dionisi@ahu.on.ca

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.

The Next Meeting is at Joseph Brant Memorial Hospital in Burlington, November 27th. 2006

Previous meetings have proved most useful to the participants; we would like to encourage this kind of networking across the province. Please contact Kathy Venter if you are interested in participating

kventer1@cogeco.ca

BFI questions? Contact the OBC for information and support. We have a strong group of resource people who would be happy to assist you on your journey.

Contact
Lori.Levere@peelregion.ca or
Kventer1@cogeco.ca

New Breastfeeding Clinic Open

Dr.Philip Mantynen BSc MD FRCP(c) and Tara Boyes RN MN ACNP IBCLC, of the CAMBRIDGE PEDIATRIC & BREASTFEEDING CLINIC offer breastfeeding support with up-to-date research and information for all breastfeeding related difficulties.

For more information call 519-620-3600.