



Baby-Friendly Initiative Ontario

Chair Report May 2014 to April 2015

The Baby-Friendly Initiative (BFI) in Ontario is pleased to provide this synopsis of our work over the past year. The reports indicate the commitment and energy provided by the executive to enhance BFI in Ontario. We also acknowledge all the work done by BFI Ontario members throughout the province as you support your organizations and communities to implement the best practices as outlined by the outcome indicators of BFI.

BFI Ontario continues to provide support to organizations who are working toward or maintaining designation. We are also a resource and advocate to other groups throughout the province, including people at the Ministry level.

Over the past year we have been in consultation with the MHLTC and the Ministry of Children and Youth Services to support HBHC programs in the use of NCAST materials while meeting the standards of BFI. A joint communication was developed to share with the HBHC program.

BFI Ontario continues to be involved with the BFI Strategy Implementation supported by the Ministry of Health and Long Term Care (MHLTC), having representation on the steering committees of 2 of the 4 committees. The strategy supports Ontario's hospitals and community health care organizations with training, tools, guidance and resources to help them achieve the BFI designation. Toronto East General Hospital is the lead and is working with the Provincial Council of Maternal and Child Health as well as Best Start Health Nexus. BFI Ontario is often involved in a consulting role.

We have continued to operate from the same Terms of Reference and revisions have been made in 2015. Many activities on the Logic Model are completed or in progress and updates have been made.

Membership – lead Hiltrud Dawson

With the advance of the BFI Strategy for Ontario, a Ministry initiative, BFI Ontario has seen an increased interest in membership as well as an increased amount of questions and conversations about membership.

We continue to offer individual, agency and group memberships at low cost. Membership fees are supporting many things; our teleconferences, our website, supporting the BFI EXPO, supporting members to attend conferences with the BFI Ontario display. Individual membership remains at \$20 per year. Agency membership includes up to nine representatives from one agency and is \$50 per year. Group rates for groups of 10 and more representatives from 1 or more organizations vary depending on the size of the group.

The display is now available for loan. Members are welcome to borrow the display for events within their own organization or to take it to conferences as a BFI Ontario display. All conferences where the display is used must be WHO Code compliant.

We have had some growth in the agency membership (4 new), but we have added 6 individuals as well and 1 group. Most health units have an agency membership with multiple (2 – 9) members. Members come from public health, community health centres, family health teams, midwifery, hospitals, colleges and universities, breastfeeding-support organizations (doulas, lactation consultants, breastfeeding coalitions, BCC), First Nations organizations, non-government organizations, and individuals without a given affiliation. We continue to have a government representative.

We now represent 452 individuals. We have good representation across the province and members from Manitoba, BC and Ohio.

Our membership consists of

- 61 individuals with single membership (6 new)
- 54 agency memberships representing 305 individuals (4 new)
- 3 groups representing 86 individuals (1 new)

The table below shows the current distribution of members. The numbers in brackets in the agency and group columns are the actual persons represented by those agency and group memberships.

Sector Representation

	Individual	Agency	Group	Total
Public Health	11	32 (175)	1 (15)	44 (201)
Hospitals	11	8 (70)	1 (28)	20 (109)
Community Health Centres	2	6 (12)		8 (14)
Family Health Teams	4	3 (21)		7 (25)
Midwifery	1			1
Breastfeeding-support orgs	10	2 (10)	1 (43)	13 (63)
Colleges and Universities	5			5

NGOs	5	3 (17)		8 (22)
First Nations orgs	4			4
Unknown affiliation	8			8
Total	61	54 (305)	3 (86)	118 (454)

Geographic Representation

	Individual	Agency	Group	Total
Central East	4	5 (24)		9 (28)
Central South	4	6 (47)		10 (51)
Central West	9	10 (61)	1 (28)	20 (98)
East	10	8 (37)	1 (43)	19 (90)
North	4	12 (59)		16 (63)
South West	8	7 (38)	1 (15)	16 (61)
Toronto	13	4 (30)		17 (43)
Province-wide	3	2 (9)		5 (12)
Canada (not Ontario)	2			2
International	1			1
Unknown	3			2
Total	61	54 (3 (86)	118 (454)

Communications – Wendy Lahey

Wendy is responsible for the minutes of the Executive Meetings and circulating communications to the BFI Ontario Membership. There are currently 400 members included on the BFI Ontario email distribution list. BFI Ontario's goal is to facilitate accurate and timely information to members regarding breastfeeding and the Baby-Friendly Initiative.

BFI in Community Health Services – lead Grace Machado

The Ontario BFI in CHS group has undergone membership changes over the last year, but our committee stays strong at over 50 community health services, including Public Health and Community Health organizations. We continue to have lively discussions at our quarterly teleconferences supporting the great work being done across the province, sharing innovative, new resources and celebrating pivotal milestones in everyone's unique Baby-Friendly journey. This group continues to have strong leadership in its members as many are actively connected to other provincial groups, such as the Ontario Public Health Association and the BFI Strategy. In addition, a few members are participating in the great work of the Breastfeeding Committee for Canada as BFI Assessors/Candidates.

BFI Hospital Network Group – Doris Balcarras and Kim Felker

The goal of this group is to convene by teleconference three times a year, to provide hospitals with a forum for support, communication, learning, networking and sharing opportunities as they pursue various stages of the BFI journey. Over the past year this group has had the opportunity to coordinate teleconferences immediately following the “Ask an Assessor” calls, which has worked very well and provides hospitals with two coordinated opportunities for structured communication, learning and networking with their peers. The group will continue to seek opportunities to coordinate calls in this manner to reach as many members as possible.

Social Media – lead Karen Nielsen

Karen Nielsen is currently the administrator of the BFI Ontario website. The membership section is being upgraded to make registration easier and to eliminate Internet Bots that submit false registration forms.

BFI Ontario has partnered with York Region for the BFI Expo 2015. Event registrations are being done through the website.

For those members who would like to display BFIO parapost and literature at their events, there will soon be a page with a form that members can fill out.

We have added many new resources to the website this year. We will continue to add any resources that members are willing to share. Currently, we are most in need of any resources that fall under Steps 8 and 9. A new tab for assessment resources has been added. This contains tools for use while preparing for an assessment. We are always looking for more resources that agencies have developed.

To share information about an educational opportunity i.e., 20 hour course, upcoming conference, etc, send an email to info@bfiontario.ca.

BFI Ontario Assessment Committee – lead Marg LaSalle

The BFI Ontario Assessment Committee is active in a number of venues. Marg LaSalle, committee chair, is the first point of contact and both she and Kathy Venter represent Ontario on the national BFI Assessment Committee. The BFI Ontario Assessment Committee works in close collaboration with the

Breastfeeding Committee for Canada (BCC) BFI Assessment Committee during all stages of assessment. Other activities during 2014 have included the provision of feedback regarding the BFI assessment tool, reviewing the BFI Practice Outcome Indicator document and providing feedback, and involvement with the Neo BFHI pilot testing.

Presently Ontario has 6 assessors and 9 assessor candidates. An assessor training workshop was held in Toronto in July 2014 and 14 of the 25 people who attended were from Ontario. Financial assistance for the workshop was provided by the BFI Strategy for Ontario and the venue was provided by Sunnybrook Health Sciences Centre.

The BFI Resource Team for Ontario currently has 17 members and the members of the resource team help with the implementation of BFI in Ontario largely through the BFI Ontario peer support groups for hospitals and community health services.

An inventory of Ontario hospitals and community health services and their progress with the Baby-Friendly Initiative is kept by Marg LaSalle. As of December 31 2014, Ontario had 19 designated facilities including 3 hospitals and 16 community health services. Since that time one other facility has achieved BFI designation. Three facilities have been assessed and are actively working towards designation/redesignation. Two hospitals and 17 community health services in Ontario are involved in PreAssessment. Additionally, 4 hospitals and 4 community health services have received a Certificate of Participation and are active in their Baby-Friendly journey.

The BFI Ontario Assessment Committee has met with the Ontario Ministry several times throughout 2014. Assessment committee members have provided guidance and collaboration with members of the BFI Strategy for Ontario in regards to the implementation of the Baby-Friendly Initiative in hospitals and community health services and will continue to do so in 2015.

BFI designation remains an indicator to measure public health unit performance in accordance with the Accountability Agreement and reports to the Ministry of Health and Long Term Care are provided biannually.

Mentoring facilities and providing support in the Baby-Friendly journey are important aspects of the work of the provincial BFI Assessment Committee. During the past year we received and responded to approximately 950 inquiries about the Baby-Friendly Initiative and WHO Code and subsequent WHA Resolutions. In February 2014 we launched our first "Ask An Assessor" teleconference and since then we have held Ask An Assessor teleconferences 3 times per year. The Ask An Assessor teleconferences provide an opportunity for facilities to clarify and discuss issues with a lead assessor.

Committee members continue to work in collaboration with the Better Outcomes Registry and Network (BORN) and the Locally Driven Collaborative Project (LDCP) to enhance data surveillance for the Baby-Friendly Initiative. Over the past year committee members have also served as consultants for projects such as HELPinKIDS (Help ELiminate Pain in KIDS) and the use of NCAST and PIPE in the Healthy Babies Healthy Children (HBHC) program. We have also worked collaboratively and provided feedback about resources produced by the Canadian Public Health Association (eg . Nobody's Perfect and Caring for You and Your Baby), Province of Ontario (eg. Your Baby's Speech and Language Skills from Birth to 30 Months and Oral Health: Different Ages/ Different Stages – Birth to 12 Years), Dietitians of Canada (PEN:

Practice based evidence in nutrition), Dietitians in Ontario (EatRight Ontario), and Dad Central (24-hr Cribside Assistance).

Political Advocacy – lead Lori Levere

In September 2013 as part of the Ontario Healthy Kids Strategy the government invested \$2.5 million to enhance breastfeeding supports in Ontario. BFI Ontario is involved as a consulting partner in this strategy and also collaborates with the Ministry in other strategies and in evaluating resources. BFI Ontario has continued to collaborate with the Ontario Ministry to bring the Baby-Friendly Initiative to Health Units and Hospitals in the province of Ontario in 2015.

The Ministry of Health and Long Term Care developed *Accountability Agreements for 2011-2013* which included BFI designation status as one indicator to measure public health unit performance for both the *Reproductive and Child Health Standards* of the Ontario Public Health Standards (OPHS). It has been decided by the Ministry that BFI designation status will remain as an Accountability indicator for 2014-2016. Health Units continue to work to achieve the criteria set out by the Ministry to satisfy these accountability agreements.

Telehealth Ontario's telephone advisory service to provide 24/7 access to lactation expertise and breastfeeding support to mothers which began in April 2014, continues to offer enhanced support for breastfeeding in an accessible way.

Plans are underway for BFI Expo 2015. The BFI Expo affords the opportunity for information sharing and networking around the implementation of the BFI in addition to the ongoing teleconferences held to link community health services and hospitals that are trying to meet the outcome indicators.

Many health units have been actively engaged as part of the Locally Driven Collaborative Project to identify the features of a feasible standardized questionnaire and data collection method to carry out population-based infant feeding surveillance that would enable public health units in Ontario to have accurate, standardized and comparable infant feeding surveillance data. The motivation for this standardized method of data collection was to satisfy the requirements of the outcome indicators for data collection. Members of the BFIO who were a part of the process to create the final recommendations for this project helped to lead it to completion.

Treasurer Report - lead Donna Zukiwski

Treasurer Report for BFIO May 1, 2014--April 1, 2015

Balance-May 1, 2014	19,348.50
Income from memberships.....	2,085.37
Expenses	

Photocopying	49.01
Reimbursement to member	50.00
Initial payment for Expo 2015 Venue	2,500.00
T4 2(2012 & 2013) tax returns	678.00
Reimbursement to North Bay	11.40
Mileage paid to members for BFI celebrations	495.00
Website setup and hosting	821.31
Bereavement Gift	36.62
Bank Debit Memo Correction	100.00
Paid to BCC for cost of Accu Conferences	562.82
Total Expenses.....	5,304.16

Expenses were 3,218.79 greater than income for the year.

Balance April 1, 2015	16,129.71
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Some additional activities of BFI Ontario:

- BFI Ontario was represented on the Breastfeeding Committee for Canada Provincial/Territorial BFI Implementation Committee via four teleconferences by Anna Marie Smith or Anne Smith.

We want to express our appreciation for all the work that is being done locally and provincially to promote BFI as well to support and assess organizations as they work to achieve and maintain BFI designation.

Respectfully submitted,



Anna Marie Smith

Co Chairs of BFI Ontario



Anne Smith