



Strategic Plan 2017-2022

Section 1: About the Alberta Breastfeeding Committee

Our Vision: Breastfeeding is the norm in Alberta.

Our Mission: The Alberta Breastfeeding Committee will provide leadership to protect, promote and support breastfeeding in Alberta as the cultural and biological norm for children, mothers, families and communities.

The Alberta Breastfeeding Committee is a volunteer, multidisciplinary committee whose members strive to protect, promote and support breastfeeding through the adoption, implementation and maintenance of the Baby-Friendly Initiative and its principles.

Membership consists of healthcare professionals, service providers and consumers throughout Alberta who support this goal.

The Baby-Friendly Initiative is an integrated approach for hospitals and community health services, based on the Baby-Friendly Hospital Initiative, and provides ten evidenced- informed steps to optimally support maternal-child health for all mothers and babies. The Baby-Friendly Initiative designation carries with it measurable outcomes and continuous quality improvement. For more information on what the Baby-Friendly Initiative means, visit the websites for the World Health Organization or the Breastfeeding Committee for Canada.

Section 2: Our Goals

Goal 1. Increase awareness of the importance of protecting, promoting, and supporting breastfeeding

- Create, implement, disseminate, and evaluate communications that normalizes breastfeeding
- Foster and maintain partnerships with individuals and organizations to develop supportive messaging
- Facilitate networking throughout the province and across Canada

Goal 2. Increase knowledge of the BCC BFI Practice Outcomes Indicators for Hospitals and Community Health Services and the International Code of Marketing of Breastmilk Substitutes

- Provide information through development and maintenance of our website, Facebook page, listserv, and resources
- Provide information and education on Baby-Friendly Initiative messaging

for documents and resources, as requested

- Provide education and information through regular learning opportunities
- Facilitate networking throughout the province and across Canada

Goal 3: Support Alberta facilities working towards their Baby-Friendly Initiative designation

- Participate regularly with the Breastfeeding Committee for Canada through the BCC Provincial/Territorial Committee
- Liaise with Breastfeeding Committee for Canada Assessment Committee as needed
- With guidance from the BCC, increase provincial Baby-Friendly Initiative assessor capacity
- Provide mentorship to facilities as they work through the BFI designation process
- Provide a Certificate of Participation, as requested, indicating facilities intent to work towards the BFI designation
- Facilitate networking throughout the province and across Canada.