



Annual Report – January 2012-December 2014 from the Chair of the Alberta Breastfeeding Committee

The Alberta Breastfeeding Committee (ABC) is a team of health care providers, independent breastfeeding experts, and consumers who are dedicated to protecting, promoting and supporting breastfeeding in Alberta.

Our Vision

Breastfeeding is the norm in Alberta

Our Mission

To protect, promote and support breastfeeding in Alberta through implementation and maintenance of the Baby-Friendly Initiative

Operating Principles and Core Values

Excellence

The members of the ABC offer unique expertise and a commitment to the Baby-Friendly Initiative

Collaboration

The members of the ABC collaborate with agencies, governments, teams and organizations to implement and maintain the Baby-Friendly Initiative



ABC Board Members 2014-2015

Jennifer Splaine RN, BScN, IBCLC jennifer.splaine@gmail.com (2012)

Jan Anderson jan.anderson@telus.net (2014)

Jodine Chase jchase@mediaworkswest.com (2011)

Alison J.Connors BN, MN alisonjconnors@gmail.com (2014)

Linda Dionne Marcoux RN, BScN, IBCLC, RLC Linda.marcoux@albertahealthservices.ca (2011)

Stephanie Harries RN, BScN Stephanie.Harries2@albertahealthservices.ca (2013)

Darlene Henderson RN, BN, IBCLC, RLC, LLLC. Darlene.Henderson@albertahealthservices.ca(2012)

Susan Johnson RN, BN, IBCLC susan.johnson2@albertahealthservices.ca (2012)

Patricia Leitner RN, BN, IBCLC, RLC Patricia.Leitner@rdpcn.com (2009)

Dianne Nikiforuk RN, BScN, IBCLC, RLC ronaldrnikiforuk@mac.com (2009)

Maxine Scringer-Wilkes RN, BN, IBCLC, RLC maxineswilkes@icloud.com (2012)

Vilia Tosio (2010)

Annie Wong BScNutrition, BScN, IBCLC anniewong0715@gmail.com(2014)

Emily Mardell

Alberta Health Representative Pat Martz RD.(2009) replaced by Riddhi Shukla RD (2014)

Board Executive

Jennifer Splaine (Chair) - Fort McMurray (2012)

Dianne Nikiforuk (Secretary) – Drayton Valley (2009)

Patricia Leitner (Treasurer) – Red Deer (2009)

Maxine Wilkes (Education Committee Co Chair)(2012)

Stephanie Harries (Education Committee Co) (2013)



Annual Report from the Chair

Background

The Alberta Breastfeeding Committee are a group of Albertans dedicated to promoting and protecting breastfeeding within the province. In addition, the committee is committed to promoting the Baby-Friendly Initiative and is recognized by the Breastfeeding Committee for Canada as the provincial authority.

Membership

The Alberta Breastfeeding Committee is open to anyone that shares an interest in promoting and protecting breastfeeding. Members are not affiliated with any products or marketing that would be considered a violation of the World Health Organization Marketing of Breastmilk Substitutes.

The Alberta Breastfeeding Committee requires no membership fee at this time. The voting members are all inclusive. At the time of this report there are 13 members

The Alberta Breastfeeding Committee would like to thank the hard work and dedication of the following members that have resigned from the board: Vilia Tosio, Angie Kwade, Jennifer Peddlesden, Maureen Fjeld, Jackie Glover, Susan Vukadinovic, Audrey Inyoue, and Crispin Kontz

Website

Website maintenance and updates completed as necessary. The latest statistics for the website are as follows:

#Sessions- 410

Users- 382

#Pageviews- 831

Pages / Session- 2.03

Avg. Session Duration- 00:01:23

Bounce Rate- 71.71%

% New Sessions 88.29%

New Visitor 88.3% Returning Visitor 11.7%



Financial Responsibility

The ABC ensures all funds are monitored and controlled. Patricia Leitner oversees the treasury responsibilities. Heather Toms and Karen Taylor completed audit of statements March 2015. Please see attached

Activities of the Alberta Breastfeeding Committee

- Met regularly by teleconference (19 meetings)
- One face to face meeting in May 2014
- Strategic planning to align with our national committee goals and to focus our work on promoting the Baby-Friendly Initiative
- In 2013-2014 the board underwent restructuring to best position efforts to meet the strategic plan goals
- Bylaws rewritten to reflect changes and submitted to Alberta Registries
- *Code of Conduct* written and accepted by members
- *Roles and Responsibilities* of board members written and accepted by members
- Board insurance investigated and implemented
- Motion Log updated
- Board resignation acknowledgement set as a \$50.00 donation

Education

- Two members attended BCC sponsored BFI Assessor Training Candidates workshop in Winnipeg and one member attended in Toronto
- Review of content and submission of recommendations regarding AHS *Healthy Parents Healthy Children* and *Pregnancy and Birth* resources.
- *Risks of Formula* references updated and uploaded to website
- Hosted a teleconference presented by BCC Lead Assessor Marianne Brophy on the Baby-Friendly Initiative with twenty-two (22) participants from across the province.
- Collaboration and planning of the *Breastfeeding Committee for Canada Baby-Friendly Initiative National Symposium 2015* to be hosted in Edmonton April 16-17.



- Alberta Culture Board Governance workshop: Facilitator-Karen Doyle

Communication

- Contribution to the *Breastfeeding Committee for Canada Baby-Friendly Initiative Status Report in Canada 2014*
- Maintenance of the ABC website www.breastfeedingalberta.ca
- Maintenance of the ABC listserv available to individuals interested in breastfeeding in Alberta and continued exchange of national and international information via the Alberta Breastfeeding Network listserv. Subscribers share breastfeeding related information relevant to Albertans. To subscribe, go to: <http://www.mailman.srv.ualberta.ca/mailman/listinfo/albertabreastfeedingnetwork>
- Maintenance of the AB-IBCLCs listserv available to IBCLCs in AB only to facilitate the network connections across the province. To subscribe go to: <http://www.mailman.srv.ualberta.ca/mailman/listinfo/ab-ibclcs>
- *Sponsorship Guidelines* completed
- *Volunteer Hours* and *Membership Form* created and implemented
- Archival process implemented for all records of the ABC
- Submission of Baby-Friendly Initiative article to CARNA including letter to the editor in response to benefits of extended breastfeeding
- New Alberta Health representative Rhiddi Shukla BSc. RD appointed to the ABC
- Printing and implementation of "*Thank you for Breastfeeding*" business cards
- Endorsement of Fort McMurray Public Health *Certificate of Participation for Baby-Friendly Initiative*.
- Collaboration with Wellness Alberta and submission of BFI Status Report and strategic plan
- Support to "*Staying Abreast: Initiatives to Keep Baby On the Breast*", a 4th year nursing student poster presentation
- Support to "*Breastfeeding Soap Opera*", a British Columbia Institute of Technology social change project

Provincial/Territorial Committee of the Breastfeeding Committee for Canada

Prepared by Maxine Scringer Wilkes, BCC AB P/T Representative

January 2014

- Shared the Baby-Friendly Council of NL Newsletter
- Provincial summary of BFI activities in Alberta shared for the BFI Status Report
- Shared a presentation on Baby-Friendly Implementation in Ontario. A Power Point presentation was shared



- Shared "*New Call to Invest in Babies*", an important document from IBFAN and accompanying supporting documents including a press release from INFACT

February 2014

- Shared Grand River Hospital Re-Designation
- Shared that The Canadian Perinatal Surveillance System (CPSS) of the Public Health Agency of Canada (PHAC) would like to announce the release of the Perinatal Health Indicators for Canada 2013

March 2014

- **Saskatchewan** -The Breastfeeding Committee of Saskatchewan extended an invitation to include breastfeeding promotion as a potential component of the Provincial Healthy Weights Initiative strategy. The BCS website is www.thebcs.ca
- **Manitoba**- An updated BFI strategy was released in 2013.
<http://www.gov.mb.ca/health/bfm/strategy.pdf>
- **British Columbia**- Breastfeeding Buddy on line App program
<https://www.healthyfamiliesbc.ca/home/articles/breastfeeding-buddy> from BC Ministry of Health was recently awarded a Gold Marcom Award for excellence in marketing and communication.
- **Nova Scotia**- Nova Scotia Department of Health and Wellness has distributed \$250,000 in Community Grants for breastfeeding/BFI initiatives. Nova Scotia is working to improve provincial data system for capturing breastfeeding duration rates in the community
- Reminder about BCC AGM April 27th, 2014, 5-7 pm EST. The AGM is taking place at this time to coincide with HMBANA conference in Victoria, BC.
- **Assessment Committee Update**: The BCC BFI Assessor Education workshops are scheduled for May 8th and 9th in Manitoba and July 6th and 7th in Toronto

April 2014

- Distribution of *The Baby-Friendly Initiative (BFI) in Canada Status Report 2014*

May 2014

- Shared the *Maternal Experiences Survey*
- Shared the *Canadian Community Health Survey Results*
- Shared release of *Nutrition for Healthy Term Infants 6-24 months*
- Invited members of the ABC to take out memberships in the BCC.
- Shared Prime Minister Stephen Harper (2014, May 29) made an announcement at the Saving Every Woman, Every Child: Within Arm's Reach Summit. Canada is committing another \$3.5 billion, which builds on the 2010 Muskoka Initiative and will run until 2020



June 2014

- Shared the NEW! Breastfeeding Workbook 2014 Breastfeeding promotion resource.” It is with great pleasure that the Public Health Agency of Canada, in collaboration with the Breastfeeding Committee for Canada.

July 2014

- BCC-Banners have been developed for use. Can be sent out for local conferences
- The 2nd assessor workshop in Ontario was July 6-7th with 22 participants
- World Health Organization Baby-Friendly Hospital Initiative coordinators meeting in Lithuania update
- Shared: Manitoba Baby Friendly Conference – September 19th
<http://www.gov.mb.ca/health/bfm/conference.html>
- Shared-PDF of Sonia Semenic’s presentation at Canadian Perinatal Programs Coalition

September 2014

- Shared The Nutrition for Healthy Term Infants 6-24 months – A joint statement of Health Canada, Canadian Paediatric Society, Dietitians of Canada, and Breastfeeding Committee for Canada has been posted on the Health Canada website (www.healthcanada.gc.ca/infantnutrition)
- Dietitians of Canada will be hosting a webinar on October 2, 2014 at 12 noon EDT
- BCC Assessment committee update: The Assessor Candidate workshops held in Manitoba in May and in Toronto in July were very well received. Candidates will now have an opportunity to be included on assessment teams
- BCC Conference update and BCC BFI National Symposium with an update from the Planning Committee

November 2014

- Presentation from Darren Leyte re: Mama Milk, a Nova Scotia Public Service Announcement initiative.
- Highlights of the BFHI meeting in Lithuania

The Alberta Breastfeeding Committee would like to thank all members of the Alberta Breastfeeding Committee Board who have provided significant voluntary support, expertise, and representation to the Board. The time and efforts of all members is appreciated and valued. Special thanks to Pat Martz RD for her dedication as the Alberta Health representative to the ABC and to Christine Burton, LLB for review of bylaws.

