



ANNUAL REPORT 2011

Vision

Breastfeeding is the norm in Alberta



Mission

The Alberta Breastfeeding Committee will provide leadership in the promotion, protection and support of breastfeeding in Alberta as the cultural and biological norm for children, mothers, families and communities.

Annual Report

January 2011 - December 2011

The Alberta Breastfeeding Committee Board

- Met regularly by teleconference (7 over the year).
- One face-to-face meeting in Red Deer on November 4, 2011.

Membership:

- Maureen Fjeld (Co-Chair) - Calgary
- Dianne Nikiforuk (Co-Chair) – Drayton Valley
- Patricia Leitner (Treasurer) – Red Deer
- Terry Lawson – Medicine Hat
- Vilia Tosio – Fort McMurray
- Audrey Inouye - Edmonton
- Jennifer Peddlesden - Chestermere
- Jacki Glover – Lethbridge
- Linda Dionne Marcoux – MacLennan
- Cammie Allen – Central Zone
- Jody Brudler – Alberta Health and Wellness, (until June 2011) when Patricia Martz became a contact but not a board member.

Subcommittees of the Alberta Breastfeeding Committee

Education

Extensive feedback provided on the ***Draft Nutrition for Healthy Term Infants: Recommendations from Birth to Six Months (Health Canada)*** by Maureen Fjeld, Jacki Glover and Audrey Inouye on behalf of the board.

Conference ***Infant Feeding: Best Practice Steps for Primary Preventative Care***
September 16, 2011 hosted at the Lister Conference Center, University of Alberta. Guest speakers Marianne Brophy and Louise Dumas provided a full day of information on the importance of the Baby-Friendly Initiative and the best practices it encompasses. 109 participants attended.

Revised existing information sheets:

- The Importance of Breastfeeding: **Risks of Formula** *revised September 2011*
- The Importance of Breastfeeding: **Breastfeeding Can Reduce Cancer**, *revised September 2011*
- The Importance of Breastfeeding: **Skin to Skin**, *revised September 2011*
- The Importance of Breastfeeding and **Reducing Obesity**, *revised September 2011*

Communication/Advocacy:

- The Alberta Breastfeeding Committee's ***Alberta Breastfeeding Charter*** was updated and reformatted.
- Submission of "Breastfeeding Strategic Plan to Implement the Baby-Friendly Initiative in Alberta" to Mr. Neil MacDonald, Executive Director of Public Health Strategic Policy and Planning Branch, Alberta Health and Wellness.

The Alberta Breastfeeding Committee provided input to:

Pan-Canadian Breastfeeding Jurisdictional Scan (Government of British Columbia, Carolyn Solomon)

BFI Status Report in Canada (Breastfeeding Committee of Canada)

Sustainability:

- Extensive work developing a new ABC logo as well as reformatting and branding of the ABC resources.
- ABC business cards printed for board members.
- ABC Brochure revised.
- Development of a Facebook site.
- Donation received from Calgary Breastfeeding Matters Group to cover the ABC website annual server fees.
- Donation received from Allan P. Markin, Calgary
- A formal proposal for funding a project to implement BFI in Alberta was submitted to Alberta Health and Wellness on September 7, 2011 with no official feedback received to date.
- Strategic Plan for 2012 was completed.

Communication/Networking

- ABC website www.breastfeedingalberta.ca updated regularly and to be revised extensively for 2012
- ABC Annual Reports distributed to:
 - (APHA) Alberta Public Health Association – Cathy Gladwin
 - (AHS) Alberta Perinatal Health Program – Alison Nelson
 - (AHS) PEaCh-HPC Committee - Maureen Fjeld ABC representative
 - CARNA – President Elect Shannon Spenceley
 - (CHNA) - Community Health Nurses of Alberta (CARNA Specialty Practice Group) -Alison Nelson

(ANNA) Alberta Neonatal Nurses Association (CARNA Specialty Practice Group)- Sara Crossman
Alberta Medical Association – Grace Guyon

- ABC listserv available to individuals interested in breastfeeding in Alberta. 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>
- AB-IBCLCs listserv available to IBCLCs in Alberta to facilitate the network connections across the province. To subscribe go to:
<http://www.mailman.srv.ualberta.ca/mailman/listinfo/ab-ibclcs>

Partnerships:

- PEaCh-HPC Committee - Safe Infant Sleep Working Group - Maureen Fjeld attends meetings representing the Alberta Breastfeeding Committee.
- **Provincial/Territorial Committee of the Breastfeeding Committee for Canada**

Dianne Nikiforuk represents the Alberta Breastfeeding Committee on the P/T Baby-Friendly Implementation Committee and participates in scheduled teleconferences. The focus of the BCC P/T Committee is:

To support the implementation of the Baby-Friendly Initiative (Hospital and Community Health Services) in the respective provinces and territories across Canada.

www.breastfeedingcanada.ca

The Alberta Breastfeeding Committee would like to thank the following:

- The Alberta Health Services Central Zone for providing space for the Alberta Breastfeeding Committee Board annual face-to-face meetings in Red Deer.
- Calgary Breastfeeding Matters Group for supporting the annual costs of the website server
- Allan P. Markin for his generous support for the work of the ABC
- The graphic and printing work done by Pat Kiehlbauch (Frogbelly Printing & Promotions)
- 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

Submitted by: Dianne Nikiforuk and Maureen Fjeld