



Alberta Breastfeeding Committee (ABC) Annual Report 2012



Our Vision

Breastfeeding is the norm in Alberta

Our Mission

The ABC will provide leadership and resources to protect, promote and support breastfeeding in Alberta as the cultural and biological norm for children, mothers, families and communities



The ABC met regularly by teleconference with one in person meeting September 2012

Membership

- a. Dianne Nikiforuk, representative to the Breastfeeding Committee for Canada Provincial/Territorial Committee (BCC P/T) and Jennifer Peddlesden, Co Chairs
- b. Patricia Leitner, Treasurer
- c. Maureen Fjeld, Secretary and representative to the Infant Safe Sleep Committee, PEaCH-HPC Committee (Preconception to Early Childhood Health Promotion Collaborative), AHS.
- d. Board members – Vilia Tosia (Website liaison), Jacki Glover (Education Committee Chair), Jodine Chase (Sustainability Marketing Chair, Facebook page), Darlene Henderson, Jennifer Splaine, Angie Kwade, Linda Dionne Marcoux, Susan Vukadinovic (lead Strategic Plan update), Maxine Scringer-Wilkes (Karen Taylor, Audrey Inouye, Annie Wong, Crispin Kontz, Jodine Chase, Cammie Allen, Denise Lewis, Terry Lawson – partial terms).
- e. Jody Brudler, RD, Project Manager Public Health Strategic Policy and Planning Branch, Alberta Health (Guest) attended ABC Board and BCC P/T meetings until October 2012. Pat Martz, RD, Project Manager Public Health Strategic Policy and Planning Branch, once again joined us as the representative from Alberta Health.

Activities by Month

January 2012

- The follow up to a letter sent to the Minister of Health in 2011 resulted in an invitation to meet with Minister Fred Horne's Executive Assistant. Dianne Nikiforuk met with **Carol Anderson, Executive Assistant to Minister of Health, Fred Horne**. The discussion focused on current barriers and steps needed to move the Baby-Friendly Initiative forward in Alberta.
- ABC endorsed the Breastfeeding Action Committee of Edmonton (BACE)¹ initiative to increase breastfeeding friendly facilities.
- Sustainability and Communications Committees merged.

February 2012

- Jennifer Splaine and Dianne Nikiforuk prepared radio ads for Fort McMurray's launch of BFI.
- ABC responded to Health Canada request for input on Nutrition for Healthy Term Infants (NHTI)².

March 2012

- Meeting with **Alberta Neonatal Nurses Association** to share information on the work of the Alberta Breastfeeding Committee and the Breastfeeding Committee for Canada.

¹ Breastfeeding Action Committee of Edmonton www.breastfeedingaction.ca

² Nutrition for Healthy Term Infants



May 2012

- Representation at the Sharing and Caring Conference in Edmonton titled “**Caring for the Late Preterm Infant**” with the Alberta Breastfeeding Committee display and samples of ABC resources.
- ‘**Look What They Are Doing in Alberta**’, a four page document on the WHO International Code of Marketing of Breastmilk Substitutions and World Health Assembly Resolutions³ (the Code) violations in Alberta and Saskatchewan completed in partnership with the International Baby Food Action Network (IBFAN).⁴

June 2012

- Teleconference meetings with the **AHS Breastfeeding Coordinating Committee** - Co Chair attended. This committee met three times in 2012 and then transitioned to become the **Maternal Infant Health Strategy Task Force**.

September 2012

- Conferences in Calgary and Edmonton September 26 and 27. Our theme “**Breastfeeding and the Brain: Place Based Brain Building**” with Dr. Jean Clinton and Dr. Robbin Gibb as keynote speakers, was well received by over 160 participants. The Honourable Rob Anders MLA Calgary West brought opening remarks.
- Three posters titled “*Breastfeeding and the Brain*” were created to compliment the theme of the conference and are available on the ABC website for free download.
- ABC was invited by the Breastfeeding Committee for Canada to co-sign the “Certificate of Participation” presented to the Wood Buffalo Fort McMurray CHC in recognition of the launch of the Baby-Friendly Initiative in their facility.

October 2012

- Board members met with Dr. James Talbot, MD, Chief Medical Officer of Health for Alberta, and Project Manager, Louise Forest. The discussion focused on strategies to move the Baby-Friendly Initiative forward in Alberta.

³ International Code of Marketing of Breastmilk Substitutes and WHA Resolutions

⁴ International Baby Food Action Network www.ibfan.org



International WHO Code Violation Responses

"*Look What They Are Doing In Alberta*" - a comprehensive document prepared by Jennifer Peddlesden with the support of IBFAN. It is available on the ABC website for free download.

ANNA (Alberta Neonatal Nurses Association) - dinner event sponsored by formula company.

ApRON (Alberta Pregnancy Outcomes and Nutrition) – brochure promoting their webinar.

HMBANA (Human Milk Bank Association of North America) – violations at conference.

Mayfield Inn- Nestle's water served at ABC Conference.

Toys' R Us – in store formula display.

West Coast Kids – in store formula display.

Letters

- BFI Status Report – cover letter to cover distribution of the BCC document in Alberta.
- Birthing Babies Together production "*A Mother is Born*" – congratulating their efforts on normalizing birthing.
- CARNA – the International Code of Marketing of Breast-milk Substitutes and Subsequent WHA Resolutions.
- Dr. Tom Noseworthy re: - Maternal /Child Clinical Network and Clinical Care Pathway Included copies o, MD (blog) –response to article "How Effective Are Breastfeeding Policies" and their impact on childhood obesity.
- "*Let's Talk About the Early Years*" – letter of appreciation sent to all participants on the task force.

Education Committee Report

I would like to begin my report by thanking the board members of the ABC and the Education Committee for their work on educational initiatives over the past year.

Goal:

The primary goal of the committee is to develop and disseminate educational resources to raise awareness about all matters relating to breastfeeding and the Baby-Friendly Initiative.

Objectives:

- Develop policy and procedure for the development, distribution and revision of educational materials:
- Policy and procedure for development, distribution and revision of education materials was completed and approved by the Board.
- Identify need for specific educational materials surrounding breastfeeding and the Baby - Friendly Initiative:
- Breastfeeding and the Brain



This educational sheet was developed using the publication guidelines. It will become part of the ABC series "*The Importance of Breastfeeding*".

- Initiation of CARNA article re: the Baby-Friendly Initiative (BFI) and the WHO Code
- Explore opportunities for educational activities:
- CERPS (Continuing Education Recognition Points, instructional units defined by the IBLCE® for professional education that is specific and appropriate for IBCLC® certificants).
- CERPS were granted for the September 27-28 2012 "*Breastfeeding and the Brain: Place Based Brain Building*" conference. Attendance rosters were submitted to the International Board of Lactation Consultant Examiners (IBLCE) on October 22, 2012. Speaker CVs (Curriculum Vitae), handouts and evaluations are on file for six years as required by IBLCE.
- Long-term provider ship was explored and rejected as it was not a fiscally sound option for intermittent conferences. CERP application for individual conferences sponsored by the ABC would be less costly.

Respectfully submitted by Jacki Glover, MN, IBCLC

Communication and Advocacy Report

- Our website continued to be revamped in 2012 under the leadership of Vilia Tosio. Countless hours contributed to the development and launch of www.breastfeedingalberta.ca in June, 2012. Approximately twenty-six (26) requests for information were received via the website.
- ABC Facebook page developed and managed by Jodine Chase. The page now has just under 300 fans, or "likers" and information that is shared typically reaches between 100 and 1,000 Facebook users, more if it is a popular image or message.

Breastfeeding Committee for Canada Provincial/Territorial Report

Dianne Nikiforuk represents ABC 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"

Dianne attended eight meetings of the BCC P/T Committee. Alberta Health representatives were Jody Brudler, RD and Pat Martz RD Project Managers Public Health Strategic Policy and Planning Branch Alberta Health.

Information forwarded to the ABC Board, ABC Listserv and AHS employees as appropriate:

- *BFI Status Report*
- *Qmentum Program Standards Community Health Services (Accreditation Canada) updates incorporating several of the BFI steps.*
- *AAP Updated Recommendations on Breastfeeding*
- *Our Health Our Future: A National Dialogue on Healthy Weights*
- *Perinatal Health Indicators for Canada 2011*
- *Nutrition for the Healthy Term Infant 0-6 months comments submitted to Health Canada*
- *Baby-Friendly Initiative Structure*
- *Dr. Laura Haiek's presentation on "BFI in NICU's"*
- *The Provincial Council for Maternal and Child Health implementation Toolkit for Mother-Baby*



Dyad Care.

- Updated surveillance information on breastfeeding practices and household food insecurity
- *"Baby-Friendly Initiative Assessment Process and Costs for Hospitals, Maternity Facilities and Community Health Services"* (BCC, 2012)
- Appointment of Michelle Le to *Family Centred Maternity and Newborn Care: National Guidelines* " representing the BCC
- *"The Social Determinants of Breastfeeding in Canadian First Nation Communities."*
- Facilities awarded the Baby-Friendly Designation.

Financial Report

Financial Statement

For the period January 1, 2012 to December 31, 2012

Revenue

Donations	5000
Bank fee rebates	19.5
Conference registration fees	27919.1
Interest ING Savings Account	36.49
Total Revenue	32975.09

Expenses

Bank fees	32.88
Teleconference fees	1008.59
Conference expenses	21774.5
Printing	2337.53
Website development	3000
Total Expenses	28153.5

Net Income **4821.59**

Assets

Current Assets	
Cash	19330.99
Account Receivable	0
Total Assets	19330.99



Liabilities

Current liabilities

Accounts Payable	189.47
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Total Liabilities	189.47
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Notes:

Current Assets/Cash - bank balance as of Dec 31, 2012 in TD Chequing Account and ING DIRECT Savings Account

Accounts Payable - reimbursement to P. Leitner for Accuconference fees Oct, Nov, Dec 2012

Audited/Reviewed by

Heather Toms

Karen Taylor

10-Sep-13

Appreciation is extended to all members of the ABC Board who have provided significant support and expertise to the Board. The time and efforts of all members is appreciated and valued.