



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 through the implementation of the Integrated 10 Steps of the Baby-Friendly Initiative (BFI) and the WHO Code.

Membership is open to anyone who supports the goals of our committee. General meetings are held by teleconference.

To become involved contact:  
[general@breastfeedingalberta.ca](mailto:general@breastfeedingalberta.ca)



Revised July 2017

For more information about the ABC and the Baby-Friendly Initiative (BFI) in Alberta, please visit our website:

[www.breastfeedingalberta.ca](http://www.breastfeedingalberta.ca)



## MISSION

The ABC 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.

# About Us



## We Promote Breastfeeding by:

- Facilitating education for healthcare providers, community, and agency partners about:
  - breastfeeding and food security
  - breastfeeding as a determinant of health
- Developing partnerships and collaborative strategies to promote, protect and support breastfeeding
- Providing a forum for discussing breastfeeding concerns in Alberta
- Providing on-going expert advice and recommendations on breastfeeding research, policy, and program development to governments and organizations



## International Symbol for Breastfeeding



## We Protect Breastfeeding by:

- Educating communities about the infant's right to breastfeed anywhere, anytime in Canada
- Facilitating education for health care providers, community, and agency partners regarding the "BCC BFI Integrated 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services" and the International Code of Marketing of Breastmilk Substitutes and all subsequent relevant WHA resolutions
- Facilitating support and awareness around options for women returning to school or to work

## We Support Breastfeeding by:

- Facilitating the implementation of the Baby-Friendly Initiative (BFI) in Alberta
- Encouraging policy development based on current evidence based research
- Encouraging education and skills development applicable to the role of all healthcare providers and facility staff
- Supporting initiatives to increase rates of exclusive breastfeeding for the first six months and the duration of breastfeeding into the second year of life and beyond
- Encouraging the establishment of peer support programs
- Facilitating networking between agencies, teams and organizations that provide services to breastfeeding families
- Supporting the development of breastfeeding friendly communities
- Recognizing facilities that achieve the Baby-Friendly Initiative (BFI) designation