

The Alberta Breastfeeding Committee Annual Report – June 15, 2007

1. The ABC Board

- Meets regularly by teleconference
 - 8 teleconference meetings
- One face to face meeting in Red Deer on April 13, 2007

• Membership

- Board membership consists of regional representation from all health regions.
- Membership from the Alberta Perinatal Health Program, Alberta Health & Wellness, Canadian Prenatal Nutrition Projects, community/interest groups and professional groups

• Subcommittees of the ABC Board

Data Sub-Committee

- Working to support and facilitate the collection of breastfeeding data at the regional and provincial level. Achievements:
- Draft breastfeeding data elements submitted and approved by the HISCA
- Pilot complete evaluating the effectiveness of breastfeeding data collection algorithm and questionnaire
- Development of education strategies and PP presentation for regions to present to staff on data collection and reporting.
- Committee met by teleconference on June 26, 2006, September 22, 2006, October 19, 2006, November 16, 2006, December 14, 2006, January 18, 2007, February 15, 2007, March 15, 2007, April 19, 2007, May 17, 2007

Education Sub-Committee

- Working to support and facilitate availability of consistent education materials for professionals.
- Reviewed 2 drafts of the Breastfeeding module of the STORC modules.

• ABC By-Laws

- By-Laws drafted and ready for membership approval; The By-Laws will replace our current Terms of Reference
- required in application for Non-Profit Status

• Strategic Plan

- Reviewed on April 13, 2007.
- Identified areas of priority for the 2007-2008 year include:
 - Establish the ABC as a sustainable non profit society; first step is approval of By-Laws
 - Development of a sustainability plan for the ABC.
 - Support Regions to implement consistent breastfeeding data collection and support provincial reporting.
 - Facilitate availability of consistent education materials for professionals; this workplan item has been identified as priority for the upcoming year. The ABC will work to formalize its role in supporting education; this will include guidelines for sharing and posting educational material on the ABC website.
 - Continue to build strong provincial partnerships in the support, promotion, and protection of breastfeeding as the norm in the province of Alberta
 - Continued communication strategies to disseminate information at Board, and Membership levels.
 - Identify and share social marketing strategies.

2. Communication

- ABC Website www.breastfeedingalberta.ca updated regularly.
 - average hits = 12,000-14,000 per month
 - Average inquiries via website emails for further information is around 5 per month.
- 4 listservs available through Health in Action
 - ABC Board listserv, closed
 - ABC data collection listserv:, closed
 - ABC Committee members -closed
 - ABC network listserv available to individuals interested in breastfeeding in AB. To subscribe, email the following address:
albertabreastfeedingnetwork-subscribe@mailman.srv.ualberta.ca
- Continued exchange of national and international information via the Alberta Breastfeeding Network listserv; Subscribers share breastfeeding related information relevant to Albertans.

3. Partnerships

- **Alberta Health and Wellness**
 - Ongoing partnership with Alberta Health & Wellness; Patricia Martz is the new representative for the ABC.
 - Financial support from AH&W which funded the roles of 2 ABC Coordinators, Maureen Fjeld and Lisa Loeppky for the period ending March 31, 2007. The Coordinators worked collaboratively to support the ongoing work of the ABC Board and Sub-Committees.
 - A grant proposal has been submitted by the ABC to AHW for continued funding to support the Coordinator position(s). The grant funding has not yet been approved for the next period.
- **Alberta Perinatal Health Program**
 - Ongoing partnership with the Alberta Perinatal Health Program in the facilitation of provincial breastfeeding data collection and in the development of provincial education materials for health care professionals.

4. Provincial/Territorial Committee of the Breastfeeding Committee for Canada:

- Lesly Deuchar-Fitzgerald represents the ABC on the P/T Committee and participated in a face to face meeting in Toronto, Ontario on March 26, 2007. This meeting was supported by the Public Health Agency of Canada. The focus of the meeting was discussion around the current structure of the BCC and potential need for redesign. Work continues around this re-design.

5. The Alberta Breastfeeding Committee would like to thank the following:

- All Regional Health Authorities for supporting the monthly ABC Board teleconference meetings
- The Alberta Perinatal Health Program for supporting monthly teleconference meetings.
- The Alberta Perinatal Health Program for assisting with the development of the data elements submitted to HISCA for approval.
- David Thompson Health Region for providing space for the ABC Board face to face meetings in Red Deer.
- AH&W for providing the grant funding to support the on-going work of the ABC.
- Marilyn Young for her work chairing the ABC data committee.
- Maureen Fjeld and Jacki Glover for the education presentation today focussed on the 2007 WBW theme "Welcoming the Newborn Softly".
- All members of the ABC Board who have been significant in providing support, expertise, and regional representation to the Board. The time and efforts of all members is appreciated and valued.
- The Health Regions for supporting individuals to participate on the ABC.

Submitted by Janie Tyrrell
Lesly Deuchar-Fitzgerald
Co - Chairs, Alberta Breastfeeding Committee Board