

## **The Alberta Breastfeeding Committee**

**Annual Report – June 12, 2008**

### **1. The ABC Board**

- Meets regularly by teleconference
  - 8 teleconference meetings
- One face to face meeting in Red Deer on October 24, 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
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- **Subcommittees of the ABC Board**
  1. Data Sub-Committee
    - continues to meet regularly to discuss the implementation of consistent data collection in the province
    - seeking out breastfeeding target data from other regions and provinces
  2. Education Sub-Committee
    - Endorsed STORC module developed by the Alberta Perinatal Health Program
    - Assisted with revision of AH&W “Breastfeeding” print resource
  
- **ABC By-Laws**
  - By-Laws drafter –undergoing approval process; will replace our current Terms of Reference
  
- **Strategic Plan**
  - Reviewed on October 24, 2007.
  - Identified areas of priority for the 2008-2009 year include:
    - **Education**
    - **Sustainability**

- **Communication and Advocacy**
- **Data Collection**

## 2. Communication/Networking

- ABC Website [www.breastfeedingalberta.ca](http://www.breastfeedingalberta.ca) updated regularly.
  - average hits = 24,000 hits per month (this is up from 14, 000 hits/month last fall)
  - Average inquiries via website emails for further information is around 5 per month
  - have had one request from the US to post conference information on the website
  - 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](mailto:albertabreastfeedingnetwork-subscribe@mailman.srv.ualberta.ca)
  - AB-IBCLCs listserv established this year - to try and facilitate the network connections across the province
- Continued exchange of national and international information via the Alberta Breastfeeding Network listserv; Subscribers share breastfeeding related information relevant to Albertans.
- ABC brochure and display developed to assist in communicating ABC purpose, vision and goals.

## 3. Partnerships

- **Alberta Public Health Association**
  - Resolution approved; ABC and APHA will partner to develop a comprehensive health strategy that will ensure health staff working with mothers and babies be trained in evidence based knowledge and skills needed to create supportive environments for women, children and families in Alberta.
- **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 participates in scheduled teleconferences. The focus of the BCC P/T Committee is information and resource sharing.

#### **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.
- David Thompson Health Region for providing space for the ABC Board face to face meetings in Red Deer
- Marilyn Young for her work chairing the ABC data committee.
- La Leche League for supporting today's meeting by sharing space and communicating on our behalf
- Joanne Carter for development of the ABC brochure
- 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

Attached:

- ABC Draft Bylaws
- ABC Financial Statement
- APHA Resolution