



Annual Report
January 01, 2015- December 31, 2015
from the Chair of the Alberta Breastfeeding Committee

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.

Our Vision

Breastfeeding is the norm in Alberta

Our Mission

To protect, promote and support breastfeeding in Alberta through implementation and maintenance of the Baby-Friendly Initiative

Operating Principles and Core Values

Excellence

The members of the ABC offer unique expertise and a commitment to the Baby-Friendly Initiative

Collaboration

The members of the ABC collaborate with agencies, governments, teams and organizations to implement and maintain the Baby-Friendly Initiative



ABC Board Members 2015

Jennifer Splaine RN, BScN, IBCLC jennifer.splaine@gmail.com (2012)

Jan Anderson jan.anderson@telus.net (2014)

Alison J.Connors BN, MN alisonconnors@gmail.com (2014)

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Shannon Anderson sdanderson@syban.net (2015)

Samantha Rosenberger Samantha.Rosenberger@albertahealthservices.ca (2015)

Alberta Health Representative Riddhi Shukla RD (2014)



Board Executive

Jennifer Splaine (Chair) - Fort McMurray (2012)
Dianne Nikiforuk (Secretary) – Drayton Valley (2009)
Patricia Leitner (Treasurer) – Red Deer (2009)
Annie Wong (Treasurer)- Calgary (2015)
Maxine Wilkes (Director)- Calgary (2012)
Stephanie Harries (Director)- Fort McMurray (2013)

Annual Report from the Chair

Background

The Alberta Breastfeeding Committee is a group of Albertans dedicated to promoting and protecting breastfeeding within the province. In addition, the committee is committed to promoting the Baby-Friendly Initiative and is recognized by the Breastfeeding Committee for Canada as the provincial authority.

Membership

The Alberta Breastfeeding Committee is open to anyone that shares an interest in promoting and protecting breastfeeding. Members are not affiliated with any products or marketing that would be considered a violation of the World Health Organization Code International Marketing of Breastmilk Substitutes.

The Alberta Breastfeeding Committee requires no membership fee at this time. The voting members are all inclusive. At the time of this report there are 13 members

The Alberta Breastfeeding Committee would like to thank the hard work and dedication of the following member(s) that have resigned from the board: Jodine Chase

Website

Website maintenance and updates completed as necessary. The latest statistics for the website are as follows:

#Sessions- 410

Users- 382



#Pageviews- 831

Pages / Session- 2.03

Avg. Session Duration- 00:01:23

Bounce Rate- 71.71%

% New Sessions 88.29%

New Visitor 88.3% Returning Visitor 11.7%

Facebook

- Likes went from 385-505 in 2015
- ABC committed to weekly posts and daily posts when possible

Financial Responsibility

The ABC ensures all funds are monitored and controlled. Patricia Leitner and Annie Wong oversee the treasury responsibilities for 2015. Heather Toms and Karen Taylor completed audit of statements March 2015. Please see attached

Activities of the Alberta Breastfeeding Committee

- Met regularly by teleconference (9 meetings)
- AGM March 2015
- BCC BFI Symposium attendance
- Board Liability Insurance secured
- September 24, 2015 Best Practice Education Session Fort McMurray- Baby Friendly Language
- September 24, 2015- Lunch and Learn Fort McMurray- Skin to Skin and Breastfeeding Q & A
- Bylaws completion and submission to Alberta Registries
- Motion Log updated
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Education

- Collaboration, planning and participation in the *Breastfeeding Committee for Canada Baby-Friendly Initiative National Symposium 2015* hosted in Edmonton April 16-17



- Hosted Best Practice Education Session in Fort McMurray. Topic was Baby-Friendly Language presented by Marina Green. There were 29 participants. ABC hosted 2 lunch and learn sessions at Northern Lights Regional Health Center Maternal Child unit on Skin to Skin.
- October 28, 2015 ABC hosted first Best Practice Teleconference #1 on Skin to Skin as part of an ongoing Teleconference series focused on best practices. 50 participants registered and reference material sent out in follow up to questions and discussion
- Best Practice Teleconference #2 hosted on November 25, 2016 with topic discussion on “Medical Supplementation. 19 participants registered.

Communication

- Maintenance of the ABC website www.breastfeedingalberta.ca
- Maintenance of the ABC listserv available to individuals interested in breastfeeding in Alberta and 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>
- Maintenance of the AB-IBCLCs listserv available to IBCLCs in AB only to facilitate the network connections across the province. To subscribe go to: <http://www.mailman.srv.ualberta.ca/mailman/listinfo/ab-ibclcs>
- Archival process complete for all records of the ABC
- Endorsement of High River Hospital *Certificate of Participation for Baby-Friendly Initiative*.
- Collaboration with Wellness Alberta and submission of BFI Status Report and strategic plan
- Facebook, ongoing maintenance and posts
- Healthy Parents Healthy Children review of manual complete. Submitted feedback to AHS with cover letter
- Maternal Newborn Child and Youth Strategic Clinical Network application complete and sent on behalf of ABC for consideration to membership
- New ABC banner unveiled at BCC BFI Symposium fall 2015
- In partnership with INFACT West, BACE has prepared a letter addressed to Minister for Health and Minister for Status of Women. ABC signed in support along with several other signatories
- Talk Radio 770- August 2015 Dianne Nikiforuk spoke on the topic of “Breastfeeding in Public”
- New ABC Banner and Tagline contest conducted in Fall 2015. Tagline winner is “Feeding Our Future.” Picture donated by ABC member, Alison J. Connor. Banner will be revealed at 2016 Conference



Provincial/Territorial Committee of the Breastfeeding Committee for Canada

Background

All provinces and territories, the Public Health Agency of Canada (PHAC) and Health Canada's First Nations Inuit Health Branch (FNIHB) are represented on the committee.

One of the committee objectives is to build capacity for the implementation of the Baby-Friendly Initiative (BFI) in Canada. The diverse membership allows for effective information sharing between the BCC and the province and territories

Meetings

The P/T Committee held six regular meetings by conference call in 2015

Activities:

- The BCC National Symposium in Alberta
- Policy development and best practices supportive of the BFI
- BCC BFI Indicator document feedback provided to the Assessment committee working group
- Feedback provided on the BFI Neo Assessment Tool provided by members.
- Opportunities for a membership portal on the BCC Website to share information explored.