

A large, light green decorative graphic of a flowering plant with long, curved stems, leaves, and small dots, extending from the top right towards the bottom left of the page.

**Annual Report
2016**



Annual Report for January 2016 - December 2016

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

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.

Operating Principles and Core Values

Excellence

The members of the ABC offer unique expertise and a commitment to protecting, promoting, and supporting breastfeeding through the lens of the Baby-Friendly Initiative (BFI)

Collaboration

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

ABC Board Members 2016

Jan Anderson jan.anderson@telus.net (2014)
 Shannon Anderson sdanderson0612@gmail.com (2015)
 Darlene Henderson dsphenderson@shaw.ca (2012)
 Susan Johnson sueleahj@gmail.com (2012)
 Catherine MacPherson katemac@shaw.ca (2015)
 Linda Dionne Marcoux linda.marcoux@ahs.ca (2011)
 Dianne Nikiforuk ronaldrnikiforuk@mac.com (2005)
 Jennifer Splaine Jennifer.splaine@gmail.com (2011)
 Maxine Scringer-Wilkes Maxineswilkes@icloud.com (2012)
 Anna Tumouth annamarietad@hotmail.com (2015)
 Annie Wong anniewong0715@gmail.com (2014)

New Members in 2016

Heather Anderson 1910on4th@gmail.com (September 2016)
 Kathleen Arnold kathleenarnold1971@gmail.com (September 2016)
 Eileen Chuey eichuey@gmail.com (September 2016)
 Lorissa Jones lorissajones3@gmail.com
 Joy Omeje joyomeje200@yahoo.com (September 2016)

Alberta Health Representative-Susan Nolt susan.nolt@gov.ab.ca (2016)

Board Executive

Maxine Scringer-Wilkes (Chair 2016) - Calgary
 Jennifer Splaine (Secretary 2016, Past Chair) - Fort McMurray
 Annie Wong (Treasurer 2015) – Calgary
 Shannon Anderson (Director 2016) – Edmonton
 Eileen Chuey (Director 2016) – Calgary
 Darlene Henderson Education Director (Director 2016) – Calgary
 Dianne Nikiforuk (Director 2016-Past Secretary) – Drayton Valley

Annual Report from the Chair

Background

The Alberta Breastfeeding Committee is a group of individuals dedicated to protecting, promoting and supporting breastfeeding. Current, evidence based research clearly recognizes the positive health, economic and environmental outcomes experienced when families receive services offering the standard of care provided by facilities awarded the “Baby-Friendly Initiative” international designation.

The ABC is committed to promoting the Baby-Friendly Initiative (BFI) and is recognized by the Breastfeeding Committee for Canada (BCC) as the provincial authority in Alberta.

Membership

The Alberta Breastfeeding Committee is open to anyone that shares an interest in protecting, promoting and supporting breastfeeding. Members are not affiliated with any products or marketing that would be considered a violation of the World Health Organization International Code of 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 16 members. The Alberta Breastfeeding Committee would like to acknowledge and thank the following members for their hard work and dedication. Pat Martz and Allison Connors have resigned and we wish them well in their future endeavors.

The Alberta Breastfeeding Committee would like to acknowledge Vilia Tosio, a valued former member, for her vision and commitment to breastfeeding families in Alberta, and the world. Sadly Vilia passed away on March 6, 2016.

Website

Website maintenance and updates completed as necessary.

Facebook

“Likes” went from 505 in 2015 to XXX in 2016

Financial Accountability

The ABC ensures all funds are monitored and controlled. Annie Wong oversaw the treasury responsibilities for 2016. Annie enlisted the assistance of Stephanie Lim and Slavka Rakova, who completed a review of the ABC books for 2016. Thank you Stephanie and Slavka for providing this important service. Please see attached Financial Statement.

Activities of the Alberta Breastfeeding Committee

- ABC met regularly by teleconference with (8) meetings held in 2016. Challenges presented with the onset of the Fort McMurray fires. Our organization experienced an impact on our regular teleconference meetings, our AGM and our Best Practice Series.
- AGM July 2015
 - Best Practice series
 - Conference “*Second Night, not Rest Night*”

Education

Alberta Breastfeeding Committee Best Practice - Education Opportunities 2016

The Baby-Friendly Initiative (BFI) is an integrated approach for hospitals and community health services, based on the Baby-Friendly Hospital Initiative, which provides ten evidenced-based steps to optimally support maternal-child health for all mothers and babies. For more information on what the Baby-Friendly Initiative means, visit the World Health Organization (WHO) or the Breastfeeding Committee for Canada websites. http://www.who.int/nutrition/topics/infantfeeding_recommendation/en/ www.breastfeedingcanada.ca or <http://breastfeedingalberta.ca/>

With the principles of BFI informing our themes, ABC offered two teleconference sessions and one full day conference in 2016.

Teleconferences

ABC Best Practice Series Teleconference #3

BFI Standard: Compliance with the International Code of Marketing of Breastmilk Substitutes

Theme: “International Code of Marketing of Breastmilk Substitutes”

Date: February 24, 2016

Thank you to Susan Johnson for facilitating the session and to Jennifer Peddlesden for sharing her expertise with the participants.

“The WHO Code” is an overarching principle of the Baby-Friendly Initiative. Although Canada signed on in 1981, we have no regulatory body in place with the authority to implement the Code. As health professionals, it rests with us to become familiar with the articles and resolutions and how they may be operationalized in our places of employment.

Best Practice Series Teleconference #4

BFI Step #3 Inform Pregnant Women and their families about the importance and process of breastfeeding.

Theme: “Watch Your Language”

Date: November 23, 2016

Thank you to Darlene Henderson for gathering resources and facilitating the discussion for the twenty-one (21) participants.

ABC Conference 2016

Title: ***Second Night - Not Rest Night***

This theme embraced several of the best practice steps of BFI. Below are the most significant.

Step 4 Place babies in uninterrupted skin-to-skin¹ contact with their mothers immediately following birth for at least one hour or until completion of the first feeding or as long as the mother wishes: encourage mothers to recognize when their babies are ready to feed, offering help as needed.

Step 6 Support mothers to exclusively breastfeed for the first six months, unless supplements are *medically* indicated.

Step 7 Facilitate 24 hour rooming-in for all mother-infant dyads: mothers and infants remain together.

Step 8 Encourage baby-led or cue-based breastfeeding.

Encourage sustained breastfeeding beyond six months with appropriate introduction of complementary foods.

Step 9 Support mothers to feed and care for their breastfeeding babies without the use of artificial teats or pacifiers (dummies or soothers).

Keynote Speaker: Dr. Louise Dumas RN, MSN, PhD.

Louise is a PhD educated nurse, Honorary professor-researcher, associated with the Department of Nursing Science at the Université du Québec en Outaouais (Western Quebec). She is a lead assessor for the WHO/UNICEF Baby-Friendly Hospital Initiatives, a member of the Breastfeeding Committee for Canada Assessment Committee a member of the International Committee for Implementing BFHI in Industrialized Countries.

Conference Objectives:

- 1) Participants will gain an understanding of the importance of skin-to-skin both for mother and baby, on physiological and psychosocial variables and on the initiation of breastfeeding
- 2) Participants will be able to identify prenatal, perinatal and postnatal interventions supportive of exclusive breastfeeding
- 3) Participants will identify evidenced based practices that support exclusive breastfeeding from birth and beyond
- 4) Participants will be able to identify the changes in practice that will contribute to normalizing the challenges of the second night.

Members of the ABC hosted seventy-one (71) participants at the University of Alberta Lister Conference Center on October 20, 2016. Dr. Louise Dumas led us through a day filled with evidence-based research on best practices in the first two days of the post-partum period. Interspersed with practical tips and touches of humour, Louise engaged participants and urged all to move our care forward into practices that support each mother and infant dyad in the most positive beginning possible.

Letters of support

- On behalf of the ABC, Chair Maxine Scringer-Wilkes submitted a letter of support to researchers at the U of A for their project called *Improving Access to Mother's own Milk, Workforce Research and Evaluation*.

Communication

- Maintenance of the ABC website www.breastfeedingalberta.ca The events calendar was managed by Heather Anderson.
- The Alberta Breastfeeding Network listserv is an avenue to share and exchange knowledge about breastfeeding related topics open to anyone in Alberta who is a breastfeeding supporter. Anyone in Alberta can be a member and any member can share information via the listserv
<http://www.mailman.srv.ualberta.ca/mailman/listinfo/albertabreastfeedingnetwork>
The Alberta Breastfeeding Network listserv is moderated by Maxine Scringer-Wilkes to ensure no unsolicited advertising is processed.
- The AB-IBCLCs listserv was rolled into the Alberta Breastfeeding Network
- In collaboration with Wellness Alberta, a report was generated on activities in Alberta and submitted to the BCC BFI Status Report and Strategic Plan
- ABC Facebook page was managed by Jennifer Splaine, providing ongoing maintenance and posts.
- New ABC poster titled "*Feeding Our Future.*" was revealed at the fall conference- *Second Night- Not Rest Night*. Photograph donated by Allison Connors, a member of ABC.
- General questions are received from mothers, health care providers, and businesses via our website. Responses are provided by the secretary or the chairperson. www.breastfeedingalberta.ca

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