



Annual Report
June 26, 2019



Annual Report for January 2018- December 2018

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 Directors 2018

Jan Anderson jan.anderson@telus.net (2014)
 Shannon Anderson sdanderson0612@gmail.com (2015)
 Noreen Blachly nblachly@telus.net
 Eileen Chuey ejchuey@gmail.com (September 2016)
 Alona Fortier Fortier_alona@hotmail.com
 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) (resigned in 2018)
 Jennifer Splaine Jennifer.splaine@gmail.com (2011)
 Maxine Scringer-Wilkes Maxineswilkes@icloud.com (2012)
 Annette Slobinyk Annette.slobinyk@ahs.ca
 Kimberly Taylor wickedfetch@hotmail.com

New Directors in 2018

Sandeep Gill Sandeep.gill@albertahealthservices.ca
 Audrey Inouye Audrey.inouye@gmail.com

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

Shannon Anderson (Director 2016, Treasurer 2017) – Edmonton
Eileen Chuey (Director 2016) – Calgary
Dianne Nikiforuk (Stepped down May 2018, Director 2016-Past Secretary) – Drayton Valley

Annual Report from the Chairperson

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 8 active members, The Alberta Breastfeeding Committee would like to acknowledge and thank the following past members for their hard work, dedication and contribution to ABC during 2018, Jan Anderson, Sandeep Gill, Dianne Nikiforuk, Alana Fortier, and Kimberly Taylor.

Recognition of Dianne Nikiforuk

Alberta Breastfeeding Committee wishes to formally recognize the contributions of one of ABC’s founding members Dianne Nikiforuk. Dianne stepped down from the ABC in the spring after helping to plan the 2018 conference. Dianne’s strong work ethic, and attention to detail has been invaluable to the work of ABC. Dianne has been and continues to be a tremendous supporter of breastfeeding in Alberta, her knowledge of BFI is deep and her passion for teaching while promoting, protecting and supporting breastfeeding will be missed.

ABC documents and displays

WHO CODE Display

Dianne Nikiforuk instigated and developed the ABC WHO Code Display. The display will be used at ABC education events as well at other invited events.

ABC Posters

ABC Poster series were expanded this past year all are available on the ABC website for downloading.

Website

Website maintenance and updates completed as necessary (2017)

In 2018 The ABC hired a webmaster, to update and maintain our website.

ABC Webmaster maintains website as well as monthly Google analytics updates.

Facebook

590 total followers including Canada 541, USA 27, Jordan, Greece, Australia, Costa Rica, Indonesia, Mexico, New Zealand.

The Importance of Breastfeeding Series

ABC members developed a series of one-page documents that each focuses on a health theme to highlight the importance of breastfeeding. This series was re-designed, and updated to include recent references, and was released this year. ABC would like to recognize Noreen Blachly for her leadership, and hard work in completing of this project. See ABC website for the series.

Financial Accountability

The ABC ensures all funds are monitored and controlled. Shannon Anderson oversaw the treasury responsibilities for 2018. Please see Financial Statement below.

Activities of the Alberta Breastfeeding Committee

- ABC met regularly by teleconference with (8) meetings held in 2018.
- AGM May 30, 2018
- Best Practice series – Screening DHM.
- Conference “*Supplementation to Protect Breastfeeding- Next Steps*”
- Community engagement and partnerships
- Ongoing support of BFI advancement in Alberta
- The Importance of Series was re-designed and released

Alberta Breastfeeding Committee and BFI

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/>

The Baby-Friendly Initiative in Alberta

Congratulations to The Misericordia Hospital for attaining the Baby-Friendly Initiative Designation. ABC wishes to recognize the commitment of your entire organization in supporting all new families who are cared for in your facility.

Best Practice - Education Opportunities 2018

With the principles of BFI informing our themes, ABC offered one teleconference session, one full day conference in 2018, one workshop and partnered with U of C for a film showing.

Teleconference

ABC Best Practice Series Teleconference #7 Held June 20, 2018

BFI Step #6 Support mothers to exclusively breastfeed for the first six months, unless supplements are medically indicated. Screening Donor Human Milk. Jannette Festival

Community Engagement/Partnership with University of Calgary

ABC was asked to partner with the U of C, graduate college screening of the documentary “Milk” as a part of The Graduate College’s Documentary & Discussion event series. February 26, 2018 “Milk” was shown, the film focuses on the politics, commercialization and controversies surrounding birth and infant feeding. Following the screening three facilitators lead small group discussions.

Workshop

Connecting Threads Workshop. Held on March 7, 2018- Edmonton, AB.

ABC was invited to provide information and education at the Connecting Threads Workshop.

Four members of ABC facilitated a 6-hour workshop to a varied audience of health care providers, peers, and members of first nations and health branch. A first nations mother shared her breastfeeding story with attendees. The Creator’s Gift Video was shown. Networking opportunity.

ABC Resources were embraced.

ABC Conference 2018

Supplementation to Protect Breastfeeding- Next Steps. Held on April 20, 2018- University of Alberta, Lister Conference Center, Edmonton, AB.

This theme addressed several of the best practice steps of BFI. Below are the most relevant steps for this conference, please see the BCC website for more information on BFI.

Step 2 Ensure all staff, health care providers and volunteers have the knowledge and skills to necessary to implement the feeding policy

Step 5 Assist mothers to breastfeed and maintain lactation should they face challenges including separation from their infant

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.

Presenter, Kathy O’Grady Venter. A registered nurse and retired midwife, International Board-certified Lactation Consultant, BFHI/BFI Lead Assessor for the BCC. In 2010 and 2013, Kathy was the recipient of the Canadian Lactation Consultant Association Award for Clinical Excellence.

Conference Objectives:

1. Anticipating success
2. Identify medical reasons for supplementation
3. Facilitate informed decision making
4. Protect and support maternal goals

First showing of the ABC WHO Code display at the conference.

Kathy led participants through physiology, practical tips, clinical scenarios, and clinical skills incorporating clinical best practices for ways to protect breastfeeding. Thank you to La Leche League for donating 2 copies of the following 3 books for our door prizes, Dr. Jack Newman’s Guide to Breastfeeding, Selecting and Using Breastfeeding Tools by

Catherine Watson Genna and The Womanly Art of Breastfeeding by La Leche League. Photos of winners are posted on ABC website.

Thank you to the ABC Conference Planning committee for your hard work and dedication to planning this learning opportunity for maternal child health care workers in Alberta.

Government engagement.

Ministry of Health Representative Susan Nolt was invited to and informed of ABC activities and events.

Communication

Website

Maintenance of the ABC website www.breastfeedingalberta.ca the events calendar was managed by multiple board members for most of 2018, until a Webmaster hired.

Webmaster Report submitted by Jovette Jolicouer, Webmaster

I started maintaining the ABC Website in the Fall of 2018. One of the first tasks was to reorganize the navigation menu as there was a lot of duplication; which could be confusing to the user and cleaning-up the WordPress pages that still had their status as "Published" but were no longer relevant.

The following months, Documents, News, and Upcoming Events were posted as requested.

A Newsfeed was set-up through Google Feed Burner and a News Subscription form was added on the Website. To this date, there are 16 subscriptions. Invitations should be made through Facebook or email to get more people to subscribe.

Recommendations to improve the ABC website for the upcoming year are in progress. I would like to thank ABC for giving me the opportunity to maintain and improve the ABC Website. I am a big supporter of breastfeeding and love all the work this organization does.

Website Correspondence

General email inquiries to www.breastfeedingalberta.ca are received continually from breastfeeding mothers, health care providers, and businesses via our website. The secretary or the chairperson responds to all enquires.

Alberta Breastfeeding Network Listserv

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. Currently there are 190 members of ABN. <http://www.mailman.srv.ualberta.ca/mailman/listinfo/albertabreastfeedingnetwork> The Alberta Breastfeeding Network listerv is moderated by Maxine Scringer-Wilkes to ensure no unsolicited advertising is processed. It would be beneficial if the listserv members subscribed to the newsfeed.

Facebook

Jennifer Splaine manages the ABC Facebook page and provides ongoing maintenance and posts. Currently there are 590 followers, 531 Canada, 27 USA, 5

Jordan, 3 Greece, New Zealand

Other business

Strategic Plan 2017-2022

The updated strategic plan for 2017-2022 is available on the ABC website.

Work Plan and Logic Model

Thank you to Eileen Chuey for taking the lead to initiate the revision of The ABC Work plan and logic model.

Breastfeeding Committee for Canada (BCC)

An ABC Goal is to support Alberta facilities working towards and maintaining their Baby-Friendly Initiative designation. High River Hospital, Grey Nuns Hospital, Bonnyville Healthcare Centre are all working to maintain their designated status. This year, the Misericordia Community Hospital, Edmonton became BFI designated.

ABC assessor and assessor candidates support the BCC at a provincial level to evaluate organizational readiness and achievements towards the BFI designation.

The BCC announced that the Public Health Agency of Canada is funding \$1.3 million over 5 years to improve maternal infant health by increasing breastfeeding rates in Canada. The primary aim of the project is to revitalize and expand implementation of the Baby-Friendly Initiative in Canada. The project will adapt, implement and evaluate a national quality improvement initiative with 25 participating hospitals. Hospitals were invited to apply for this opportunity early 2019. Michelle LeDrew was awarded the position of the National BCC Baby-Friendly Director and will provide leadership to the BCC funded projects.

Provincial /Territorial BFI Implementation Committee Report on 2018 Activities

Alberta PT Representative is Jennifer Splaine and Susan Nolt from the Ministry of Health Office.

Background

The Provincial/Territorial Baby-Friendly Initiative (BFI) Implementation Committee (P/T committee) is one of two standing committees of the Breastfeeding Committee for Canada (BCC). The P/T Committee was first established in March 2001 and restructured in April 2008. (PHAC), 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. This is being accomplished through the sharing of expertise, resources, and experiences supporting breastfeeding and BFI best practices. The strong membership allows for effective information sharing between the BCC and the province and territories. Heidi Boyd (Newfoundland) and Lea Geiger (British Columbia) are the co-chairs of the committee.

Meetings

The Highlights for 2018 with direct relationship to the ongoing work in Alberta include the following:

- Updates to the BFI designated sites in Canada updated April 2018
<http://www.breastfeedingcanada.ca/documents/DesignatedFacilitiesinCanada.pdf>

The Baby Friendly Initiative Symposium location was announcement to occur in Yellowknife, NWT in October 2019

For an up to date list of the Provincial Territorial Committee members, please click on the link below

<http://www.breastfeedingcanada.ca/ProvTerrInfo.aspx>

The BCC PT Committee report can be found on the BCC website.



Alberta Breastfeeding Committee
Financial Statement
January 01 – December 31 2018

REVENUE

Conference Registration Fee:	\$ 9376.00
Total Revenue:	\$ 9376.00

EXPENDITURES

Bank Fees	\$ 66.72
Telus Web Hosting	\$ 151.20
Arkan Teleconference	\$ 540.45
Other Expenses	\$ 113.88
Conference Expenses	\$ 6715.77
Total Expenditures:	\$7588.02

NET INCOME: **\$1787.98**

ASSETS:

CASH TD	\$13216.11
BUSINESS ACCOUNT DEPOSIT	\$ 1002.49
Total Assets:	\$14218.6

LIABILITIES:

Credit Card payable:	\$64.43
Total Liabilities:	\$64.43