



Annual Report  
July 7, 2020



## **Annual Report for January 2019- December 2019**

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 2019**

Shannon Anderson [sdanderson0612@gmail.com](mailto:sdanderson0612@gmail.com) (2015)  
Noreen Blachly [nblachly@telus.net](mailto:nblachly@telus.net)  
Eileen Chuey [ejchuey@gmail.com](mailto:ejchuey@gmail.com) (September 2016)  
Audrey Inouye [Audrey.inouye@gmail.com](mailto:Audrey.inouye@gmail.com)  
Susan Johnson [sueleahj@gmail.com](mailto:sueleahj@gmail.com) (2012)  
Catherine MacPherson [katemac@shaw.ca](mailto:katemac@shaw.ca) (2015)  
Linda Dionne Marcoux [linda.marcoux@ahs.ca](mailto:linda.marcoux@ahs.ca) (2011)  
Jennifer Splaine [Jennifer.splaine@gmail.com](mailto:Jennifer.splaine@gmail.com) (2011)  
Maxine Scringer-Wilkes [Maxineswilkes@icloud.com](mailto:Maxineswilkes@icloud.com) (2012)  
Annette Slobinyk [Annette.slobinyk@ahs.ca](mailto:Annette.slobinyk@ahs.ca)

Alberta Health Representative-Vacant

### **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

## **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 at a facility awarded the (BFHI) “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 committee members.

### **Government**

In 2019- ABC did not have a Ministry of Health Representative. (invited guest)

### **Financial Accountability**

The ABC ensures all funds are monitored and controlled to the Non-profit standards in Alberta. Shannon Anderson oversaw the treasury responsibilities for 2019. Please see attached Financial Statement.

### **ABC documents and displays**

ABC has many documents and resources on our webpage that are downloadable and used by facilities and organizations around the province.

### **ABC Display and Code Display**

ABC Trifold and Code displays are available to display at ABC events as well as other invited events.

### **ABC Posters**

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

### **Website**

ABC Webmaster maintains website and calendar, as well as monthly Google analytics updates.

### **Activities during 2019 of the Alberta Breastfeeding Committee**

- ABC met regularly by teleconference with (8) meetings held in 2019.
- AGM June 26, 2019
- Conference was held May 3, 2019 “Caring for Parents and Infants Experiencing Opioid Use”

- Community engagement and partnerships
- Ongoing support of BFI advancement in Alberta

### **ABC Administration**

#### **Strategic Plan 2017-2022**

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

#### **Work Plan**

ABC came to a consensus on our workplan.

#### **ABC Travel Expense Policy**

ABC travel expenses policy was finalized.

#### **Housing ABC Documents**

ABC recognized our documents are not housed in one location. Ongoing information seeking about the best platform to store, share, work on and access our documents.

## **Alberta Breastfeeding Committee Education Opportunities 2019**

### **Teleconference**

Despite the prospects of two very interesting speakers with amazing topics, teleconference sessions did not come to fruition during 2019. ABC hopes to arrange more teleconference educational/ information opportunities for Alberta breastfeeding advocates in the future.

### **Community Engagement**

#### **Health Fair**

ABC was invited to attend the Stoney Health Services Second Annual Health Fair on June 5, 2019.

The ABC display including ABC resources, thank you for breastfeeding cards, and ABC posters of first Nation Mothers were on display.

A connection was made with a first Nation Nations Telehealth Network. Exploration of requests to provide education sessions with wider breastfeeding community.

### **ABC Conference 2019**

#### **Caring for Parents and Infants Experiencing Opioid Use**

Friday May 3, 2019. Lister Conference Center. Edmonton.

**Keynote talk:** Dr. Christine Kennedy, MSc, CCFP, FRCPC, DPhil.

#### **Presentation talks by:**

Nadia Houle- Doula, B.Sc (Kin) Acupuncturist, Doula.

Laureen McPeak RN, Manager in Edmonton - *Care in the Community...with Attitude*

Stephanie Haire, MSW, RSW. & Jody Cook, BA, MSW, RSW. *Maternal Methadone Use and Neonatal Absence (MMUNA) Program at Grey Nuns Hospital.*

**Panel Discussion:** Attendees had the time and opportunity to place questions in a box during the morning, and the panellists Christine Kennedy, Katherina Cardinal, Nadia Houle, Lauren McPeak answered the questions in a conversational style.

**Closing talk:** Dr. Katharina Cardinal BSc, MD, CCFP.  
*Trauma, Resiliency and Epigenetics in Breastfeeding: A Personal Journey*

### **ABC Poster Give-a-way**

The ABC board donated our 6 new posters for door prizes. The 6 attendees who won were all grateful. A Photo of all winners is on the ABC website.

Below are the most relevant BFI 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 responsive, baby-led or cue-based breastfeeding. Encourage sustained breastfeeding beyond six months with appropriate introduction of complementary foods.

**Step 10** Provide a seamless transition between the services provided by the hospital, community health services and peer support programs. Apply principles of Primary Health Care and Population Health.

## **Communication**

### **Website**

Webmaster, Jovette Jolicoeur maintained the ABC Website.

The process to change the ABC website hosting company to Atrema Technology started in 2019 and was finalized in January 2020. This change facilitated the installation of a SSL Certificate to secure the site.

The previous hosting company was TELUS, the TELUS account was retained to host the ABC emails and Domain until expiry in August 2021, when the Domain will be transferred to Atrema. The cost of hosting the Domain is included in the Website hosting cost.

ABC News currently has 40 subscribers.

Webmaster Report submitted by Jovette Jolicoeur

## Google Analytics-

Month	Users	Sessions	Organic	Direct	Others
January	307	366			
February	330	405	65%	26%	9%
March	missing	-			
April	571	769	45%	41%	14%
May (Conf)	missing	-			
June	222	255	72%	24%	3%
July	300	340	69%	25%	5%
August	285	318	74%	251%	2%
September	224 (down 21%)	251 (down 21%)			
October	345 (up 54%)	381 (up 52%)	60%	20%	21%
November	missing	-			
December	261 (4%)	287 (11%)	64%	32%	4%

## Listserv

The Alberta Breastfeeding Network (ABN) listserv is an avenue to share and exchange knowledge about breastfeeding related topics and is open for membership to breastfeeding supporters in Alberta. All members can share information via the listserv. Currently there are 195 members of ABN.

<http://www.mailman.srv.ualberta.ca/mailman/listinfo/albertabreastfeedingnetwork> The ABN listserv is moderated by Maxine Scringer-Wilkes to ensure no unsolicited advertising and spam is processed.

General email inquiries come through the ABC website to [www.breastfeedingalberta.ca](http://www.breastfeedingalberta.ca) are received from breastfeeding mothers, health care providers, new surrogate fathers to be, and businesses via the website. The secretary or the chairperson responds to all enquires; monthly reports are submitted.

## Facebook

A total of 664 Followers for the ABC Facebook page an increase of 70 more users than 2018 (590).

84% are Canadian

4% are from USA

12% are from various other countries around the world

Within Alberta, the following breaks down location of Facebook followers!

153 Edmonton, 127 Calgary, 29 Fort McMurray, 19 Red Deer, 14 Lethbridge, 13 Grande Prairie, 8 Spruce Grove, 8 Sherwood Park, 7 Airdrie, 7 Okotoks

## The Baby-Friendly Initiative in Alberta

There were no newly designated Baby-Friendly Initiative facilities in Alberta in 2019.

The following facilities have earned the Baby-Friendly Designation in Alberta.

High River General, March 2017

Grey Nuns Community Hospital, June 2017

Bonnyville Health Care Centre, August 2017

Misericordia Community Hospital, May 2018

ABC recognizes the ongoing commitment, dedication, and hard work of the leadership and staff involved at each of these four facilities to keep the momentum strong for the BFI. ABC commends each member of each facility for their exemplary actions that keep the health of women and children at the forefront of our population.

### **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 and the Misericordia Community Hospital are all working to maintain their designated status.

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

BCC announced in 2018, the Public Health Agency of Canada funding of \$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. Michelle Le Drew is directing the BFI Quality Improvement Collaborative Project leading 26 facilities across Canada towards the BFI designation. See this link below for the QI Project Newsletter September 2019. Of note there is representation from all provinces across Canada, except for Alberta. Alberta Health Services has a Breastfeeding Committee, that is working on Staff Education to increase rates of breastfeeding in AB. [https://breastfeedingcanada.ca/wp-content/uploads/2020/03/BFI\\_Collaborative\\_Sept\\_2019\\_Newsletter.pdf](https://breastfeedingcanada.ca/wp-content/uploads/2020/03/BFI_Collaborative_Sept_2019_Newsletter.pdf)

### **Provincial /Territorial BFI Implementation Committee Report on 2019 Activities**

The 2019 report has not yet been submitted by the BCC- The BCC AGM will be September 17, 2020. To be added in September.

Alberta PT Representative is Jennifer Splaine, Ministry of Health Office representative was vacant during 2019.

### **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. 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, the provinces and territories. Heidi Boyd (Newfoundland) and Lea Geiger (British Columbia) are the co-chairs of the committee.

BFI designated sites in Canada updated March 2020, see link.

[https://breastfeedingcanada.ca/wp-content/uploads/2020/03/2020\\_February\\_Designated\\_Facilities\\_in\\_Canada.pdf](https://breastfeedingcanada.ca/wp-content/uploads/2020/03/2020_February_Designated_Facilities_in_Canada.pdf)

The Bi-annual BCC Baby-Friendly Initiative Symposium was held in Yellowknife, NWT October 1-3, 2019. The theme was “*Beyond the Ten Steps: Critical Connections for Transformative Change.*” The BCC presents a three-day interactive symposium with experiential learning opportunities that will investigate how health equity and social justice approaches can inform the Baby-Friendly Initiative and its implementation in Canada.

It is well known that families and communities in Canada can experience significant disparities in breastfeeding rates and access to support. Constraints are caused by unmet social determinants of health and a range of injustices including gender inequality, racism, poverty and violence. Participants will learn how to move beyond the organizational practices and to build the critical connections necessary for transformative change in breastfeeding promotion, policy and research.

### **P/T Survey**

The Provincial/territorial survey was completed the end of 2019, the compiled Canadian data for 2018-2019, have been integrated into the international survey of the BFHI Network for industrialized countries. Results will be shared with the members when available.

All ABC members who are not yet members of BCC are invited to take out a membership. <https://breastfeedingcanada.ca/en/membership/>

**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 past reports can be found on the BCC website.



Alberta Breastfeeding Committee  
Financial Statement  
January 01 – December 31 2019

**REVENUE**

Conference Registration Fee:	\$ 6225.00
<b>Total Revenue:</b>	<b>\$ 6225.00</b>

**EXPENDITURES**

Bank Fees (Service Charges, Retail Interest, Cheque Ordering Fee)	\$ 228.84
Webmaster	\$ 330.00
Telus Web Hosting	\$ 151.20
Arkan Teleconference	\$ 1527.13
Other Expenses	\$ 145.20
Conference Expenses	\$ 6952.39
<b>Total Expenditures:</b>	<b>\$ 9334.76</b>

**Net Deficit:** **\$ 3109.76**

**ASSETS:**

CASH TD	\$ 9251.30
BUSINESS ACCOUNT DEPOSIT	\$ 1006.98
<b>Total Assets:</b>	<b>\$10258.28</b>

**LIABILITIES:**

Credit Card payable:	\$277.04
<b>Total Liabilities:</b>	<b>\$277.04</b>