

Network News



A PUBLICATION OF THE BRITISH COLUMBIA BABY-FRIENDLY NETWORK Fall 2003

NEWS FROM THE NETWORK

Members of the BC Baby-Friendly Network continue to be involved in many initiatives provincially, nationally and internationally and we continue to provide information and support to facilities as they journey to achieve the goal of "Baby-Friendly" designation.

World Breastfeeding Week October 1-7, 2003 is fast approaching. This year's theme is "Breastfeeding in a Globalized World". I know that many agencies and communities are partnering to host activities and provide information to promote breastfeeding. It is exciting to know that many communities will be participating in the Quintessence Breastfeeding Challenge. We will be pleased to include reports of your event in future newsletters.

Network members are exploring a data collection tool which will allow us to capture the activities and progress of agencies / communities around BC. We know there is a lot of activity 'out there' and we want to be able to document progress around the province of BC and provide summaries to appropriate officials and colleagues along the way. You will be hearing more about this initiative in the near future.

The Network still has a limited number of two publications available:

- *British Columbia Baby-Friendly Initiative Resource Binder*. The cost is \$92.50 in BC which includes shipping and handling.
- The BCC's document *The Baby-Friendly Initiative in Community Health Services: A Canadian Implementation Guide*. This document is complimentary to public health agencies that have not already received a copy.

Anyone interested in either of these two publications may contact us at bcbfn@yahoo.com, complete the enclosed order form for the resource binder or email me at barbara.selwood@fraserhealth.ca

Barbara Selwood,
Chair BCBFN

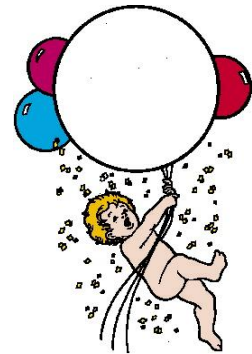
WORLD BREASTFEEDING WEEK OCTOBER 1 TO 7, 2003



THEME FOR THE WEEK...

BREASTFEEDING IN A GLOBALIZED WORLD!

Our World Breastfeeding Week page is now up on our web site and available for all to see and use. The BC Baby Friendly Network invites you to log on www.bcbabyfriendly.ca and have a look!



HEALTH PROMOTION IN ACTION: QUINTESSENCE BREASTFEEDING CHALLENGE 2003

Recently, I noticed a breastfeeding mother nursing her newborn in the waiting area of Woman's Hospital and Health Centre of BC. The baby's curly head was snuggled up to mother's breast as his mother gazed down with a look of glorious enchantment. My gaze then fell on the young man and his pregnant partner who sat across in the otherwise empty waiting area. Scowls passed over their faces as they noticed the breastfeeding woman. How

sad that such a natural and health giving act could be portrayed as anything but positive. How can we affect a culture that has altered the perception of normal so successfully?

The Quintessence Breastfeeding Challenge 2003 provides an opportunity to demonstrate support and celebrate breastfeeding. It provides a focal point for media coverage and thus educational outreach to all parts of society. Effectively supporting breastfeeding women in British Columbia goes beyond clinical interventions – affecting cultural change through health promotion is an integral part of effective support.

On October 4, 2003 at 11:00am (local time), women across Canada and the United States will be breastfeeding their babies as part of the Quintessence Breastfeeding Challenge 2003. The Challenge involves registered sites from Canada and the United States with the "winner" being the state/province/territory and country with the most women breastfeeding at 11:00 am (local time) on October 4, 2003 as a percentage of the birth rate. In 2001, the first year the Quintessence Challenge was held, sites in British Columbia challenged the Guinness World Record. It was clear that larger centers could take part, but small towns were left out. The Challenge evolved to a more collaborative event involving all registered sites - every woman and baby counts in this Challenge. The Challenge 2002 went across Canada with 47 sites and close to 1000 women.

This year, we have expanded to include sites across Canada and the United States. Getting involved is very easy. Look up Quintessence Foundation at www.babyfriendly.ca and complete and submit a registration

form as a site. Sites have included health units, shopping malls, hospital rooms, community centers, coffee shops, and the Dari Dip in Manitoba where the manager provided free ice cream sundaes to all participants. Some sites have had two or three women and others have involved hundreds. Every participant receives a participation certificate - some women have framed their certificates and put them up in their homes. Last year the Vancouver, BC site had a raffle for two handmade quilts and gave monies raised to the donor milk bank.

Quintessence Foundation provides flyers, posters, registration forms, participation certificates, site certificates etc. at no cost. Quintessence Foundation is a non-profit organization whose mandate includes breastfeeding education for health professionals and the general public. Quintessence Foundation's goal is to raise the awareness of the benefits of breastfeeding and the need for community support.

Do you believe in breastfeeding? Do you want children to reap the benefits of being breastfed? Do you wish you could get media attention on breastfeeding issues? Then get involved - be a site organizer. Register today. Please support this grass roots effort - it really is fun for all - both participants and organizers. And spread the word! We would like every community in British Columbia to take part and demonstrate that BC believes in child health.

**Marina Green,
Quintessence Foundation**



NEWS FROM DOUGLAS COLLEGE

Two Douglas College Breastfeeding Counsellor Certificate courses are underway this fall at the New Westminster campus, and in Comox. September students have an opportunity to participate in World Breastfeeding Week during their course and that always gives the fall semester a little extra energy. Many students are also inspired to develop their group project around a World Breastfeeding Week theme. Student projects are a significant source of material for the World Breastfeeding Week page on our BCBFN website.

Douglas College hosted our usual IBCLC Exam Preparation Workshop in July. The Douglas College 18-hour Breastfeeding Education Course ran twice in the spring in the Lower Mainland and once in the Queen Charlotte Islands, and will be offered again in the winter semester, 2004. This course is of interest especially to those agencies that are looking for 18-hours of staff education to fulfill the BFI recommendations. Douglas College teamed up with the UBC Midwifery Program in September to offer a session with Ina May Gaskin on The Mother-Friendly Childbirth Initiative (which also has ten steps, the tenth step being, "Support the Baby-Friendly Hospital Initiative guidelines to promote successful breastfeeding"). Plans are underway for our Annual Breastfeeding Education Day in 2004, which will be held at the end of February.

Douglas College is committed to the protection, promotion and support of breastfeeding, and in participating in meeting the needs of the community as we all work towards creating a more baby and mother-friendly culture. Please contact us if you have any

questions, concerns or suggestions you wish to share. If any agency out there would be interested in partnering with Douglas College for our Annual Breastfeeding Education Day, please give us a call.

Sandra Yates,
Douglas College Breastfeeding
Counsellor Program

News from the...
Breastfeeding Committee
for Canada



The National Authority for
the BFHI/BFI in Canada

Network recognize and applaud every achievement that the many other hospitals and community health services throughout Canada and BC are making in their own Baby-Friendly journeys.

Representatives of BFI provincial and territorial committees and many government representatives from these regions met in Toronto in May. Strategies for continuing to communicate nationally to share ways of BFI promotion were a focus of the meetings. One of the actions in process is the development of breastfeeding definitions and times for data collection about infant feeding practices that could be used for databases. The goal is recommended guidelines for achieving consistency in documenting and obtaining information on infant feeding practices throughout Canada.

Documents that describe the indicators for best maternity practices and the Baby-Friendly steps continue to be refined as they are nationally reviewed. When they are endorsed across the country, the indicators will be posted on the new BCC website, that is also in process. Visit it at www.breastfeedingcanada.ca.

Roberta Hewat,
Breastfeeding Committee for
Canada

AN EXCITING EVENT.....



The British Columbia Lactation Consultants Association welcomes you to attend our annual general meeting on November 1, 2003. Both lactation consultants and non-lactation consultants are invited to this meeting. We will be presenting information on peer support for breastfeeding and the process of peer support programs as developed in the Fraser Valley. Our speakers include Linda Bachmann and Pam Munro as well as a panel discussion on the peer support program. Non-members may attend by joining the membership at the AGM for \$20.00. The education session will begin after coffee at 1000 and we will also provide lunch at 1230. The location of the event is the Children's And Women's education and research centre at Children's And Women's Health Centre. CERPS will be provided. RSVP by Oct.15, 2003 to Kathy Ward Driscoll at 604-951-7821.

Congratulations to St. Joseph's Healthcare! On October 16th, St. Joseph's Healthcare in Hamilton, Ontario officially celebrates the Baby-Friendly Initiative designation that it was awarded in March. St. Joseph's Healthcare is a teaching hospital in a multicultural community that has over 4000 deliveries per year and it is the second hospital in Canada to receive this UNICEF designation. Marianne Brophy from the BC Baby-Friendly Network, who was the lead assessor for this designation, describes the parents' birthing and postpartum experiences as "awesome". Hiltrud Dawson, the nurse with the BFI vision and chair of the multidisciplinary team that worked to establish these perinatal practices, are all to be congratulated. As Hiltrud explains, BFI is a journey that takes time (10 years at St. Joseph's) but every step achieved in the process is an event to celebrate. Although October 16th is the special day for parents and professionals at St. Joseph's Healthcare to celebrate and be acknowledged, the BCC and the BC

BC Baby-Friendly Network Member Organizations

- BC Dental Hygienists Association ●BC Dietitians' and Nutritionists' Association ●BC Association of Lactation Consultants
- BC Reproductive Care Program ●Breastfeeding Committee for Canada ●Children's & Women's Health Centre of BC ●Douglas College Breastfeeding Counsellor Program ●Fraser Health Authority ●Health Canada: Health Promotions & Programs ●La Leche League BC and Yukon
- Midwives Association of BC ●Ministry for Children and Families ●Ministry of Health ●North Peace Community Authority ●Quesnel Perinatal Committee ●Pharmacy Association of BC ●Prince George Perinatal Services Steering Committee ●Quintessence Foundation ●Registered Nurses Association of BC ●Vancouver Island Health Authority

Mailing address for the BF Network: Box 39007 3695 West 10th Avenue Vancouver, BC V6R 1G0 Email: bcbfn@yahoo.com

Website: <http://www.bcbabyfriendly.ca/>



The Baby-Friendly Resource Binder

Second Edition

The Baby-Friendly Initiative is a global initiative. The information in the second edition of *The BC Baby Friendly Resource Binder* provides information for Canadians working to support breastfeeding. The second edition contains updated resources, references and information and inclusion of new materials.

The resource includes:

- Baby-Friendly Initiative
 - » Protection, Promotion and Support
 - » Guidelines for Care of the Breastfeeding Mother and Child
 - » The Baby-Friendly Initiative
 - » The Baby-Friendly Community Initiative
- Resources, Educational Resources, Tools for Change
- Donor Milk Banking

Binder Purchase Price	Cost	# Copies	Postage	Total Cost
Within BC	\$85.00		\$7.50 per binder	
Outside BC but within Canada	\$95.00		\$8.50 per binder	
In the United States	\$140.00 (in US funds)		\$13.50 per binder	
All other countries	\$140.00 (in US funds)		Cost of mailing	

*For countries outside of Canada and the US contact the BCBFN by email for mailing costs.

Please make cheque payable to B. Selwood for BCBFN

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