

# NB BABY-FRIENDLY™ NEWS



New Brunswick Baby-Friendly™ Initiative Advisory Committee

## Moving along BFI

New Brunswick is embarking on the Baby-Friendly™ Initiative (BFI) journey!

On January 17, 2006 the Minister of Health and Wellness announced that to protect, promote and support breastfeeding the government of New Brunswick was adopting the evidence-based Baby-Friendly™ Initiative. As a result of the announcement all hospitals, Community Health Centres and Public Health offices providing services to women, infants, young children and their families will be expected to undertake steps towards achieving Baby-Friendly™ Initiative Designation.

Many facilities in New Brunswick have begun working towards the implementation of some of the evidence-based practices recommended by UNICEF and WHO. For those that haven't, the NB BFI Advisory Committee recommends, as a first step, that each RHAs establish BFI committees. Once BFI committees are set up, RHAs are encouraged to contact the NB BFI coordinator: Isabelle Mélançon to schedule a meeting so that the NB Self-Assessment survey can be introduced to the committees.

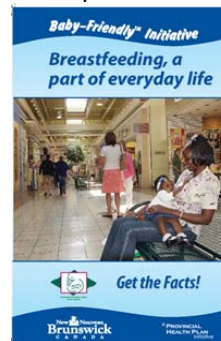
The Self-Assessment survey is a tool used around the world to assess BFI progress and to help facilities develop an action plan.

Some regions have already started to work on the Self-Assessment survey. Our hope is that that all RHAs will have started the process before winter 2006.

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New Brunswick has produced various BFI educational and awareness resources for use by professionals and the general public. A series of 6 posters, fact sheets and pamphlet are available free of charge and can be ordered by RHA BFI committees through the NB BFI coordinator. A sample of one of the posters is shown below.



Did you know that worldwide there are more than 19,000 BFI designated facilities?

In Canada, there are now four hospitals & birthing centres and four Community Health services that are designated BFI.

**Congratulations** to the Thunder Bay District Health Unit (Ontario) and the CLSC Vaudreuil-Soulange (Quebec) on receiving BFI designation in June 2006.

## Questions and Answers: Why is there so little Research on the Baby-Friendly™ Initiative (BFI) in the Community?

In this first newsletter we want to thank you for the thoughtful questions you are posing on BFI and we'll use this column to try to address frequently asked questions. To do so we'll first briefly review the history to help answer a question about research on BFI.

The International Code of Marketing of Breast-milk Substitutes was introduced in 1981 to monitor the marketing practices and widely recognized abuses of the multinational milk industries. The code is an important aspect of the BFI and this year World Breastfeeding Week celebrated in Canada October 1<sup>st</sup>-7<sup>th</sup> is dedicated to *Code Watch: 25 Years of Protecting Breastfeeding*. Watch for more information about this in the upcoming newsletter.

Although the code was an important first step in protecting breastfeeding, it became evident that it alone was not sufficient to alter a culture that associated infant feeding with bottles. In 1989, the Convention on the Rights of the Child made it “the legal obligation of nations to provide mothers and families with the knowledge and support needed for breastfeeding”. In a significant part of the world, babies start their lives in hospital therefore it seemed reasonable to launch BFI in the hospital. A Baby-Friendly™ Hospital focuses on the needs of the newborn and empowers mothers/families to invest in their children's health.

One question we have heard frequently since the first provincial BFI Roundtable in March is “why do you only hear about research on how BFI hospitals compare to control hospitals in increasing duration of exclusive breastfeeding and did not hear about research on BFI in the community?” It is important to remember that BFI designation in hospitals has been around since 1991 while BFI designation in the community is a relatively new phenomenon. Research on BFI designated hospitals has been conducted by randomized control trials (RCTs) with BFI and control hospitals. The numbers of BFI designated community agencies are not yet sufficient to provide sites for RCTs. However, anecdotal evidence demonstrates that BFI in the community further contributes to increased duration of exclusive breastfeeding. As more community agencies become BFI designated, research will undoubtedly be conducted. The Breastfeeding Committee for Canada (BCC) along with the United Kingdom is leading the way in terms of developing criteria for BFI in the community and we will provide you with research evidence on BFI in the community as it becomes available. In the meantime we urge you to explore BCC and UK BFI websites for useful information on the BFI initiative. The UK website is <http://www.babyfriendly.org.uk/home.asp> and BCC's website is <http://www.breastfeedingcanada.ca/>

## Canadian Breastfeeding Position Statements to Protect, Promote and Support Breastfeeding

- Nurses Association of New Brunswick: *Breastfeeding Position Statement (Feb/06)* available from [www.nanb.nb.ca/pdf\\_e/Publications/Position\\_Statements/POSITION\\_STATEMENTS\\_PDF/BreastfeedingAndArtificialBreast-MilkSubstitutesE.pdf](http://www.nanb.nb.ca/pdf_e/Publications/Position_Statements/POSITION_STATEMENTS_PDF/BreastfeedingAndArtificialBreast-MilkSubstitutesE.pdf)
- Canadian Pediatric Association: *Exclusive breastfeeding should continue to six months (Mar/05)* available from [www.cps.ca/english/statements/N/BreastfeedingMar05.htm](http://www.cps.ca/english/statements/N/BreastfeedingMar05.htm)
- Society of Obstetricians and Gynaecologists of Canada: *Clinical Practice Guidelines on Breast Cancer, Pregnancy and Breastfeeding (Feb/02)* available from [www.sogc.org/guidelines/pdf/ps111.pdf](http://www.sogc.org/guidelines/pdf/ps111.pdf)
- College of Family Physicians of Canada: *Infant Feeding Policy Statement (2004)* available from [www.cfpc.ca](http://www.cfpc.ca)
- Association of Women's Health, Obstetric and Neonatal Nurses: *Breastfeeding Clinical Position Statement* available from [www.awhonn.org/awhonn/?pg=875-4730-7240](http://www.awhonn.org/awhonn/?pg=875-4730-7240)
- Canadian Pharmacists Association: *Breastfeeding and Infant Nutrition Position Statement (May/01)* available from [www.pharmacists.ca/content/about\\_cpha/Who\\_We\\_Are/Policy\\_Position/breastfeeding.cfm](http://www.pharmacists.ca/content/about_cpha/Who_We_Are/Policy_Position/breastfeeding.cfm)

## BFI and Breastfeeding Resources

- The recently revised WHO/UNICEF Baby-Friendly™ Initiative materials are now available for free download from [www.unicef.org/nutrition/index\\_24850.html](http://www.unicef.org/nutrition/index_24850.html)
- **New release** French book: *Biologie de l'allaitement* by Micheline Beaudry, Sylvie Chiasson and Julie Lauziere (2006) – \$69.00. For more information: [www.puq.quebec.ca](http://www.puq.quebec.ca)
- **New release:** *The Latch Book* by Jack Newman and Teresa Pitman (2006) – \$ 24.95 US. For more information: [www.ibreastfeeding.com](http://www.ibreastfeeding.com)



## Upcoming Events

Breastfeeding Promotion and Support in Baby-Friendly™ Facility - A 20 hour course sponsored by the NB BFI Advisory Committee will be offered free of charge!

<u>DATE</u>	<u>LOCATION</u>	<u>LANGUAGE</u>
September 13-15, 2006	Fredericton	English
October 3-5, 2006	Miramichi	English
October 24-26, 2006	Campbellton	French
November 21-23, 2006	Moncton	French
February 6-8, 2007	Saint-John	English

\*\*\*Registration details will be available soon  
Stay tuned!

World Breastfeeding Week is celebrated in Canada on October 1-7, 2006. This year's theme is:

*Code Watch - 25 years of Protecting Breastfeeding*

For more information, visit the WABA website at:

[www.waba.org.my](http://www.waba.org.my)

\*\*\*The next NB Baby-Friendly™ News will present a special edition on Understanding the WHO code.

If you want to share your comments and stories revolving around your BFI journey or if you have questions, please send your information to the NB BFI coordinator

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