



CLCA-BCC liason report 2009

Since Marilyn Sander's retirement this year, website updates are not as frequent as in the past and members no longer receive reminders to renew their memberships. So my first duty in this report is to remind CLCA members to support the BCC by renewing their membership and perhaps also consider sending out a request for renewal in the next CLCA newsletter. (Just a thought!) The work of the BCC is ongoing and does need financial support. I'm aware that in the past there was some discussion around adding the BCC membership fee to the CLCA/ILCA membership renewal, however it seems that discussions were suspended during the re-structuring of the BCC and the changes that were in progress with CLCA and ILCA. Perhaps it is time to revisit that thought in the near future.

Recently released updated versions of the 10 Great Reasons to Breastfeed your Baby and 10 Valuable Tips for Successful Breastfeeding was one of the completed projects that PHAC funded this year. This generated some income for the BCC to enable them to continue with the work of the other committees:

The BFI Assessment Committee long term plan is to develop assessors in every Province and Territory (P/T). The P/T Committee will continue to work closely with the BCC Assessment Committee to build capacity in each P/T. At this time, not all P/Ts have a 'BFI Assessment Committee' – in these cases BCC will continue to support the province/territory until they establish a committee. The number of Assessors continues to increase as provinces near readiness for assessments.

The Provincial/Territorial BFI Implementation Committee:

The focus of the P/T Committee moved from one of long term projects to one of capacity building to better support the activities within the provinces and territories.

P/T updates and teleconference meetings provide a valuable mechanism for sharing information and current work related to breastfeeding and the Baby-Friendly Initiative across Canada. Sharing work on marketing strategies and policy is beneficial to help move BFI forward more efficiently.

2009/10 BCC Provincial/Territorial Implementation Committee Focus will be to continue to update and focus on the results of the 2008-09 P/T Committee survey. The focus of the survey was to identify key areas and topics to continue building knowledge & capacity related to BFI within the provinces and territories; for example, staff education/training, resistance to change, and building community support.

Infant Nutrition Committee:

The document "*Sustained Breastfeeding with the Integration of Complementary Feeding*" is nearing completion.

I have contacted BCC to ask if there are any requests for input from CLCA or input to give CLCA, but have not heard back yet. I will keep you updated.

Respectfully submitted,
Donna Brown