



## **The National Authority for the Baby-Friendly Initiative L'Organisme national responsable de l'Initiative amis des bébés**

### **Breastfeeding Committee for Canada (BCC) - Background Document**

The BCC is a registered not for profit organization dedicated to the protection, promotion and support of breastfeeding and the implementation of the Baby-Friendly Initiative (BFI) in Canada.

The BCC was established in 1991, as a Health Canada initiative following the World Summit for Children, to establish breastfeeding as the cultural norm for infant feeding within Canada.

In 1998, the BCC confirmed its commitment to the Baby-Friendly Hospital Initiative (BFHI) and expanded the initiative to include community health services, reflecting the continuum of care. The BCC's BFI standards provide evidence-informed best practice for all mothers and babies around infant feeding. As the national authority for the BFI, the BCC is committed to the protection, promotion and support of breastfeeding and informed decision-making regarding the use of non-human milk.

### **Mandate**

The BCC is the national authority for the BFI with the mandate of overseeing the implementation, assessment and monitoring of BFI in Canada and to ensure compliance with the BCC's BFI standards in BFI designated facilities.

### **Vision**

Canadian children are breastfed.

The key areas of focus for the BCC to achieve this vision are to:

- promote maternal and infant health by increasing breastfeeding exclusivity up to six months and duration rates up to age two years and beyond;
- increase the number of Canadian facilities that meet the standards for BFI assessment;
- integrate BFI into Accreditation Canada Required Organizational Practices;

- strengthen relationships with federal and provincial/ territorial governments, professional associations involved with maternal-child health and health equity and with international organizations.

## **Governance**

The BCC has a Board of directors and two standing committees, BFI Assessment and Provincial/ Territorial (PT) Implementation.

### **BFI Assessment Committee**

The primary role is overseeing the assessment of hospitals and community health services and developing and refining the standards and tools necessary for the BFI assessment process in Canada.

### **PT Implementation Committee**

The primary role is providing a forum for ongoing dialogue, knowledge exchange and strategic collaboration across Canada and with other associations, organizations and committees on topics that relate to the implementation of the BFI.

## **Partnerships**

The BCC has many strategic partnerships including active membership with the international BFHI Network for Industrialized countries, a strong liaison with the Public Health Agency of Canada and the Canadian Pediatric Society. The BCC is engaged with Accreditation Canada where we have positions on the technical committee. The BCC has a collaborative relationship with UNICEF Canada.