

Alberta Breastfeeding Committee Strategic Plan

Form ABC 2004	Visibility of ABC 2005	Initial Collaboration 2005	Implement BFI in Alberta 2005-2009				Goal
Identify Stakeholders	Awareness	Promotion of the ABC	Policy Development	Education	Advocacy	Community Capacity	<p>By 2009, the following breastfeeding rates will be achieved within each health region in Alberta:</p> <p>85 % initiation 50% at 6 months 35% at 12 months 20% at 18 months</p>
Terms of Reference	Identify regional contacts - ABC Identify Resources	Proposal for funding – secretariat	Website development – links with others	Press Releases Position Statements on website Social marketing initiatives	Voice in the Media – who responds to local bfm issues	Breastfeeding Friendly Communities Peer Support	
Connect across Alberta – Value professionals interested in bfm	Alberta Network Listserv ABC Listserv ABC Board listserv Milk Banking listserv	Update AB Breastfeeding Directory - APHA	<i>Each Stakeholder group has Position Statements for Bfm and Code</i>	Value of breastfeeding and human milk & risks and costs of not breastfeeding	Breastfeeding Education is integrated into professional education courses Milk Banks in Alberta	Retention and recruitment of maternal/child professionals enhanced	
Identify what is happening in Alberta around breastfeeding	Clearing House for Best Practice Info – policy templates on website	<i>BFI surveys in Alberta – identify status and needs</i>	Articulate Standards of Care based on BFI	Shared education strategies for administrators and managers	Collaborate with administrators and managers.	Breastfeeding Policies in each RHA	
Connect with Alberta Health & Wellness Regional representation and all stakeholders	Establish partnerships – YFW & APHA and Health Action Org. & Ethics Networks	<i>ABC as a sustainable non-profit society</i> <i>ABC role as the provincial committee to work with BCC on BFI</i> <i>ABC as a support to regions through YFW and regional breastfeeding Committees</i>	<i>BFI Indicators distributed across province; Provide/share resources – via website</i> <i>Educate the educators</i>	18 hour course facilitated and available across AB – modules developed	Best Practices are implemented Code compliance	Self Appraisal Tool for BFI across Alberta Eliminate formula contracts BFI Assessors available locally	
Maintain involvement with P/T Committee and the BCC	Participate in regular national conference calls Share Resources both ways	Facilitate implementation Health Canada’s new Position Statement on Exclusive Breastfeeding	Practice Guidelines for introducing solids > 6 months	Provincial handouts on breastfeeding	Demedicalization of breastfeeding & mothering	Exclusive breastfeeding to 6 months	
May 2005 Workshop	Breastfeeding as a Child Health Indicator	<i>Facilitate implementation of Canadian Breastfeeding Definitions in AB</i>	Data Collection in AB – determine current breastfeeding rates in AB	Prenatal Education – standards, tools and resources Family Centered Care – informed decision making,	Education and support for families - Reduced barriers to client education – alternative education strategies	Informed decision making	
Social Marketing Educate the Community	Identify where and what is already happening	Share resources for families Safe Sleep issues across the province	<i>WBW activities</i> Photo Contest Book Display	Incorporate breastfeeding into school curriculum Community Peer Support	Valuing women’s role in society Supporting ALL mothers	Support for working mothers who are breastfeeding	