

**Winnipeg Regional Health Authority
Baby Friendly Initiative Community Committee
Terms of Reference**



Purpose

- To improve maternal and child health through increased breastfeeding initiation, duration and exclusivity rates.
- To explore the opportunities and potential risks/challenges of Baby Friendly Initiative (BFI) accreditation with the implementation of the “Integrated Ten Steps Practice Indicators.

Membership of the BFI Working Group

- Project Lead and a Co-Lead would be selected from the group and would include:
 - One Public Health Nurse (PHN) with Douglas College education/Lactation Consultant and experience with Breastfeeding Support Groups
- Clinical Nurse Specialist (CNS) Lead for breastfeeding
- Community Area Director (CAD) and/or Team Manager (TM)
- Families First (FF) Practice Representative/Liaison with FF Practice Council
- Manager of Facilities and Support Services (MFSS) or Administrative Representative
- PHN Representatives from the following community area(s):
 - Downtown
 - Point Douglas
 - Inkster/Seven Oaks – designate to receive minutes
 - River East/Transcona - designate to receive minutes
 - St. Vital/St. Boniface - designate to receive minutes
 - River Heights/Fort Garry – designate to receive minutes
 - Assiniboine South/St. James (in addition to co-chair)
- Public Health Dietitian Practice Council Representative
- Primary Care Practice Council Representative
- Antenatal/Primary Care Nursing Practice Council
- Midwifery
- Prenatal Connections
- Healthy Sexuality and Harm Reduction Representative
- Community Health Agency Representative (Youville) effective Mar 23, 2011.
- Women’s Hospital Team Manager and/or Clinical Nurse Specialist
- St Boniface General Hospital



Ad Hoc/Corresponding Membership

- Dr. Lynne Warda, Medical Officer of Health (MOH), Medical Director - IMPACT
- Darlene Girard, Team Manager, Healthy Parenting and Early Childhood Development
- Public consultation as specific issues arise and determined necessary

Executive Sponsor

- Dr. Catherine Cook, Vice President of Population and Aboriginal Health

Partnerships

- The BFI Community Committee will share information with the PHN NPC and other practice councils as appropriate.
- The BFI Community Committee/CAD/TM representative will provide updates as relevant to Population Public Health Management Team (PPHMT) and Community Health Senior Leadership Team (CHSLT) as appropriate.
- The CNS Lead for breastfeeding will link with the WRHA Regional BFI network and the Provincial Community BFI network as needed. Project Lead/Co-Lead to attend Regional and Provincial BFI networks in the absence of the CNS Lead as needed.

Meetings

- Every 2 months. Additional meetings will be made at the call of the Co-Chair.