

**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 work in partnership and explore implementation of the Baby Friendly Initiative (BFI) 10 Steps and WHO Code Outcome Indicators for Community Health Services.

**Membership of the BFI Working Group**

- Membership has full recognition, compliance and adherence with the International Code of Marketing of Breastmilk Substitutes. (The BFI 10 Steps and WHO Code Outcome Indicators for Hospitals and Community Health Services)
- Co-Chairs 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
- PHN Representatives from the following community area(s):
  - Point Douglas
  - Downtown East/West – designate to receive minutes
  - Inkster/Seven Oaks – designate to receive minutes
  - River East/Transcona - designate to receive minutes
  - St. Vital/St. Boniface Access Centre
  - River Heights/Fort Garry Access Centre
  - Assiniboine South/St. James Access Centre
  
- Public Health Dietitian Practice Council Representative
- Primary Care Practice Council Representative
- Antenatal
- Midwifery
- Prenatal Connections

## **Governance**

- The BFI Community Committee operates by voting on issues, with each member granted the privilege of voting on behalf of their CA team/pairing.
- In voting, members are representing the majority view of their community area team/pairing. The vote does not reflect any one member's personal view

## **Reporting Relationship**

- Committee reports to Director of Population Public Health (PPH). Liaison with Regional BFI Oversight Committee through Director of PPH.

## **Ad Hoc/Corresponding Membership**

- Dr. Lynne Warda, Medical Officer of Health (MOH), Medical Director - IMPACT
- Renee Robertson, Team Manager, Healthy Parenting and Early Childhood Development
- Manager of Facilities and Support Services (MFSS) or Administrative Representative
- Prenatal Connections
- Healthy Sexuality and Harm Reduction Representative
- Community Health Agency Representative (Youville)
- Women's Hospital Team Manager and/or Clinical Nurse Specialist
- St Boniface General Hospital
- BFI Engagement Volunteer –Collaboration and consultation with community representatives on a project basis.

## **Executive Sponsor**

- Gina Trinidad, Chief Operations Officer, Community Health Services and Long Term Care

## **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 Operations Team (PPHOT) and Community Health Senior Leadership Team (CHSLT) as appropriate.
- Co-Chair/CNS will link with the Provincial BFI Community Health Services meetings as needed.

## **Meetings**

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

## **Terms of Reference Review**

- Minimum every 3 years or as required