
The Best Start Resource Centre team wishes you a [Happy World Breastfeeding Week!](#)

The theme for 2016 is “Breastfeeding: A key to Sustainable Development”. It is about “how breastfeeding is a key element in getting us to think about how to value our wellbeing from the start of life, how to respect each other and care for the world we share” ([World Breastfeeding Week](#), 2016).

[#BabyFriendlyChat](#)

On **October 4 12-1pm** Michael Garron Hospital, the Provincial Council for Maternal and Child Health, Perinatal Services BC and the New Brunswick Department of Health will be co-moderating the **national #BabyFriendlyChat**. This is the second annual chat in celebration of World Breastfeeding Week in Canada. Last year’s discussion was a great success and generated:

- 65 participants
- 476 tweets
- 823,103 impressions

We are hoping to increase participation this year so we encourage you to Tweet about #BabyFriendlyChat and attach the promotional banner with your post to promote this exciting event. Don’t forget to tag others that may be interested in participating!

This year’s theme is “**Breastfeeding: An Investment in Healthy Communities**”. We look forward to having you join the conversation!

Join the conversation
Tuesday, October 4, 2016
9 am - 10 am PT • 12 noon - 1 pm ET • 1 pm - 2 pm AT

#BabyFriendlyChat

Presented by:

Michael Garron Hospital
TORONTO EAST HEALTH NETWORK
Provincial Council for Maternal and Child Health
New Brunswick
Perinatal Services BC

Moderators:
@MGHToronto • @PerinatalBC • @PCMCH_ON
@NBHealth • @SanteNB

[Introducing the NEW *Baby Friendly Initiative \(BFI\) Indicator Summary Report* in the BORN Information System](#)

BORN is hosting a joint webinar to review the NEW *Baby-Friendly Initiative (BFI) Indicator Summary Report*.

Presenters: Linda Young, Lead, BFI Strategy for Ontario and Sandra Dunn, Knowledge Translation Specialist, BORN Ontario.

Objectives:

- Describe the BFI Strategy for Ontario
- Discuss the reporting requirements for the BFI designation
- Outline the development process for the BFI Indicator Summary Report
- Present the components of the BFI Indicator Summary Report

Date:

- October 5th 2016 from 12:00 -1:00 pm



Audience:

- Persons who have a responsibility for BORN data entry
- Persons involved in the BFI initiative
- Clinicians interested in learning more about the BFI initiative, breastfeeding indicators and reporting

Note:

- ✓ This session will be recorded and posted on the BORN Website: <https://www.bornontario.ca/en/born-information-system/report-training/>

PARTICIPANT TELECONFERENCE & WEBINAR INSTRUCTIONS

Step 1: Dial the Conference Access Number: **1-866-479-5669 or 1-212-786-7191**

Step 2: Enter your **PARTICIPANT PIN Code** followed by the # key: 44558272#

Step 3: Participants using web conferencing will log into

<https://www.anywhereconference.com>

Step 4: Enter the **Web Login Reference:** 124427183

Step 5: Enter the **PIN Code:** 44558272

Step 6: Under **Name** please enter: LOCATION / TITLE OR DEPARTMENT/ # OF PARTICIPANTS

Step 7: Click **“Go”**

Featured Best Start Resources:

[Breastfeeding Resources Ontario](#)



Breastfeeding Resources Ontario is a centralized source of high quality resources for people involved in helping new parents. Parents can also find helpful information. Resources align with the Baby-Friendly Initiative.

([available in French](#))



[Healthy Mothers, Healthy Babies Breastfeeding Web Course](#)

This free, online course is designed for staff and volunteers of community agencies and hospitals who work with prenatal women or new families.



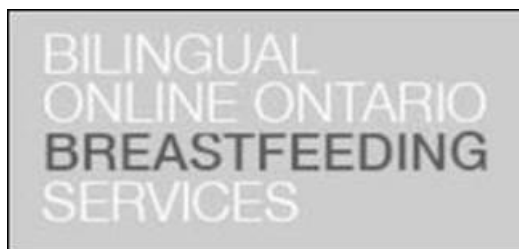
[Breastfeeding Web Watch](#)

Use this tool to monitor information about breastfeeding on the web. Just bookmark the URL and check the site every couple of days to stay abreast of the breastfeeding world. Watch [this video](#) to learn more.

[Bilingual Online Ontario Breastfeeding Services Directory](#)

Breastfeeding mothers benefit from the support of other mothers. The Bilingual Online Ontario Breastfeeding Services directory at www.ontariobreastfeeds.ca will help mothers connect and receive help and support from peers, professionals and experts.

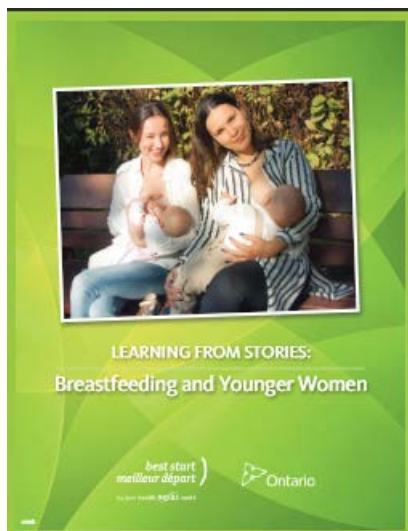
([available in French](#))

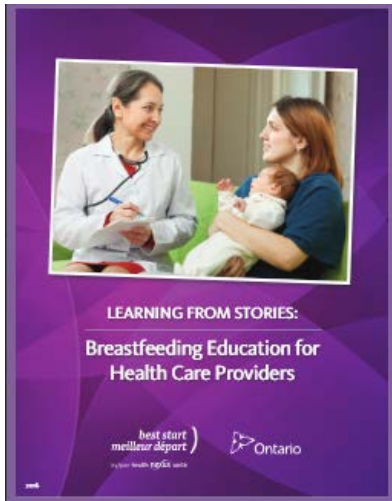


[Learning from Stories: Breastfeeding and Younger Women](#)

This booklet explores the topic of breastfeeding and younger women through program examples and information collected from service providers and women through face-to-face, phone and online interviews.

([available in French](#))

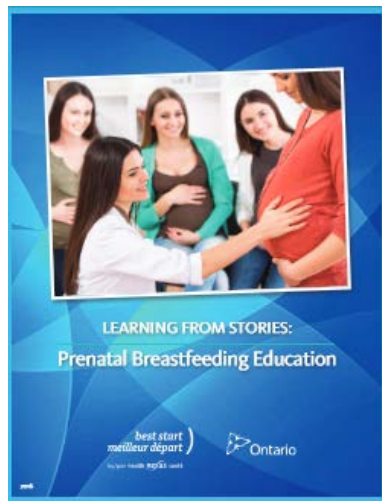




[Learning from Stories: Breastfeeding Education for Health Care Providers](#)

This booklet explores the topic of breastfeeding education for health care providers through program examples and information collected from service providers and women through face-to-face, phone and online interviews.

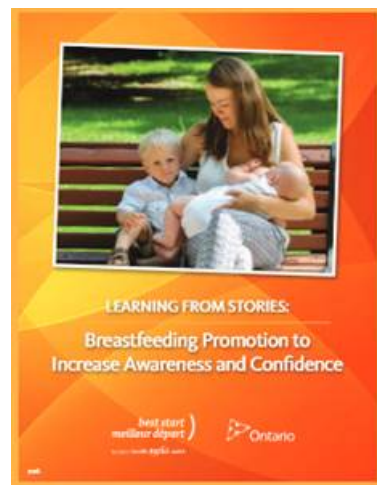
([available in French](#))



[Learning from Stories: Prenatal Breastfeeding Education](#)

This booklet explores the topic of prenatal breastfeeding education for women, program examples and information collected from service providers and women through face-to-face, phone and online interviews.

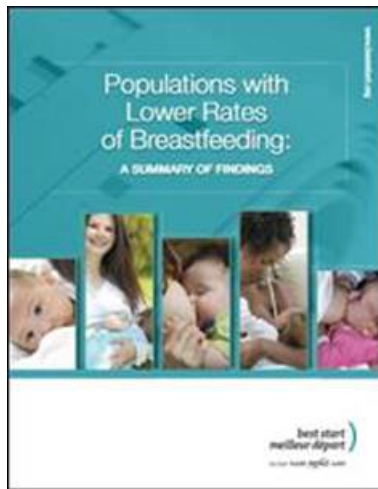
([available in French](#))



[Learning from Stories: Breastfeeding Promotion to Increase Awareness and Confidence](#)

This booklet explores the topic of breastfeeding promotion and public education through program examples and information collected from service providers and women through face-to-face, phone and online interviews.

([available in French](#))



[Populations with Lower Rates of Breastfeeding: A Summary of Findings](#)

Although breastfeeding initiation in Ontario is 91.8% there are populations with lower rates of breastfeeding. The Best Start Resource Centre has completed four research validation strategies to confirm populations with lower rates of breastfeeding in Ontario as well as breastfeeding strategies that are effective with these populations. The resulting report highlights information about trends in Ontario, barriers, effective and promising strategies, and recommendations to reach populations with lower rates of breastfeeding.

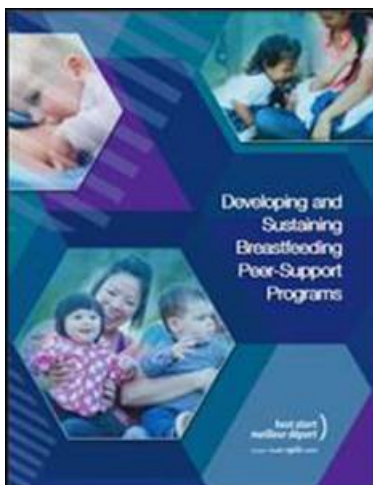
([available in French](#))



[Breastfeeding in Ontario: Fact Sheets](#)

- [Fact Sheet 1: Notable Trends within the Province](#)
- [Fact Sheet 2: Breastfeeding and Socioeconomic Status](#)
- [Fact Sheet 3: Breastfeeding among Young Single Mothers](#)
- [Fact Sheet 4: Breastfeeding Peer Support: An Effective Strategy to Reach and Support Populations with Lower Rates of Breastfeeding](#)
- [Fact Sheet 5: Evaluating Breastfeeding Programs and Initiatives](#)
- A collection of [evaluation forms](#) that have been used in various breastfeeding programs and initiatives across Ontario is also available.

([available in French](#))



[Developing and Sustaining Breastfeeding Peer-Support Programs](#)

This manual provides information about different types of breastfeeding peer-support programs. The description of different aspects of peer support, from assessing the community to ongoing support of the peer volunteers, will assist organization in planning the development of an effective program or support organizations in ensuring their program sustainability.

([available in French](#))

The [Best Start Resource Centre website](#) features many more breastfeeding resources in [English](#) and [French](#).

Resources:

- [World Breastfeeding Week](#)
 - [Breastfeeding Supports Available to Ontarians](#)
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