



Co Chairs Report for 2024

Baby-Friendly Initiative Ontario (BFION) is a volunteer multidisciplinary organization, consisting of healthcare professionals, service providers and consumers within Ontario, interested in protecting, promoting and supporting breastfeeding.

BFION is the provincial representative for the Breastfeeding Committee for Canada (BCC) and partners with hospitals and community health services to assist and support them to achieve and maintain Baby-Friendly Initiative (BFI) designation. BFION provides ongoing expert advice and recommendations on policy and guidelines to government, health facilities, community agencies and professional organizations through knowledge exchange and translation, advocacy, sharing of resources, and provincial monitoring surveys.

Our mission is to protect, promote, and support breastfeeding in the province of Ontario through the adoption, implementation and maintenance of the practice standards of the BFI. Our vision is for Ontario to have a Baby-Friendly culture.

Goals for BFION:

- Increase the number of BFI designated hospitals and community health services
- Support designated facilities to maintain their BFI designation
- Increase BFION membership participation
- Increase awareness and education of best practices related to infant feeding

Current 2024/2025 Executive Committee:

Position	Executive Member
Co Chairs	Shehnaz Makani & Margaret Sherratt
Past Chair	Louise Guthro
Co Chair Elect	Brooke Hewitt
Membership Coordinator	Bobbie Jo Duquette
Social Media Coordinator	Angie Manners
Treasurer	Hiltrud Dawson
Website Administrator	Andrea Priamo
BFI Assessment Coordinator for Ontario	Marg LaSalle
Communications	Joan Bueckert/ Louise Guthro
Breastfeeding Committee for Canada Representative on PT Committee	Role filled by Co-Chairs and BFI Assessment Coordinator

Highlights from Breastfeeding Committee for Canada in 2024

BCC Diversity, Equity and Inclusion- The position statement on issues of diversity, equity and inclusion responds to:

- Ongoing effects of colonialism for Indigenous, Black, and Asian people, as well as other people of colour who face racism, discrimination, and oppression
- Requests from provincial and territorial health organizations, seeking BCC leadership about how to address racial disparities in breastfeeding
- <https://breastfeedingcanada.ca/en/diversity-equity-and-inclusion/>

National BFI Quality Improvement Collaborative Project/Recognition Trial

The BCC Coach Mentor program under the leadership of Michelle LeDrew and Kathy O'Grady completed the 2nd phase of the QI project in Spring 2024. The program provided QI guidance to help teams progress in growing capacity using the BFI 10 Step framework using the new QI applications developed. In the fall of 2024, the BCC Recognition Preassessment trial started with funding until March 2025. Sunnybrook Health Sciences was awarded Silver in the Recognition Trial and 2 other Ontario centers were engaged in the program. Funding support for both phases from The Public Health Agency of Canada.

National Symposium

The National BCC BFI Symposium, hosted by Nova Scotia took place virtually from Oct 1-4 ,2024. The theme was, *Closing the Gap: Breastfeeding Support for All*. The first 3 days featured 2 keynote presentations, and a tent talk with Monika Rumbolt. On Friday the week wrapped up with a round table discussion about the importance of breastfeeding supports centering on equity and sustainability. The program and speakers are posted on BCC website <https://breastfeedingcanada.ca/en/symposium-2024/>.

Winnipeg Quality Improvement Workshop

On March 21 & 22nd, 2024 several delegates from Ontario were supported by The Public Health Agency of Canada to attend the BCC BFI Quality Improvement Workshop. Attendees had the opportunity to learn how QI can enhance care delivery and learn about the new tools that have been developed. It was an invigorating two-day workshop where participants could engage and learn from others from across Canada. A call was sent out to BFION members to apply for one of the available seats. Thank you to the BFION executive subgroup for attending several meetings to organize and recruit participants. (Louise Guthro, Marg LaSalle, Hiltrud Dawson and Margaret Sherratt)

Attendees Name	Attendees Name
Laura Patterson	Louise Guthro
Andrea Priamo	Angie Manners
Deanna Hammill	Nancy Kurylowicz
Margaret Sherratt (BCC CM Facilitator)	Kathy O'Grady (BCC Project Director)
Shehnaz Makani (BCC CM Facilitator)	



Pictured (Left to Right)

A Manners, D Hammill, M Sherratt, A Priamo, L Patterson, S Makani, K O'Grady, L Guthro, N Kurylowicz

Highlights from BFI Ontario 2024

Ontario BFI Expo

Meghan Azad from the University of Manitoba was the featured guest presenter sharing her research from *Breast(milk)feeding and Immune Development: Evidence from the CHILD Cohort Study*. Sue Hermann from Sunnybrook Health Sciences in Toronto presented *Increasing Access to Online Breastfeeding Resources in the Prenatal and Postpartum Period*. Heather Christie and Jocelyn Patton Audette from Bright Shores Health System in Owen Sound presented *BFI Redesignation a Journey, not a Destination*. There were 44 attendees for the May 30th afternoon session; 37 attendees for the June 5th evening session. A total of 46 certificates of attendance were issued for both events. Thanks to Louise Guthro for taking the lead role organizing this event and running the virtual platform, Hiltrud Dawson for helping to organize the presenters, Angie Manners for her work with Canva and social media and to Marg LaSalle for sending out the attendance certificates.

The registration fee for non-members for the Ontario BFI Expo was set at \$20.00, the same as a BFION membership. There was no fee for BFION members to attend the event. The option existed to purchase a membership and then attend free as a member. Membership increased by 18 individual new members and 2 organization memberships in May 2024. Both representatives from the Ministry of Health attended the Expo (Shilpa Gambhir and Kim Fernandes). Participant feedback regarding the virtual event showed

30% rated the Expo session as 4 out of 5 and 65% rated it as 5 out of 5 or very satisfied. Google Forms was used to obtain feedback with lots of positive comments, e.g.: “very pleased to see the amount of research going into the value/importance of breastmilk”.

Membership Meetings

We continue to offer 4 membership meetings each year. Each meeting is hosted on a Friday from noon until 1 pm. Each meeting includes a ½ hour presentation entitled “Hot Topic” followed by a general business meeting,

Date (2024)	Hot Topic	Presented by	Attended	Viewed post event
Jan 26	Enhancing the Patient Experience- L &D Sensory Room	Audra Boersen	24	41
June 21	BCC QI Winnipeg Conference - Lessons Learned	Louise Guthro Margaret Sherratt Nancy Kurylowicz Laura Patterson Angie Manners Andrea Priamo	19	29
Sept 27	NBW Ontario Package + BCC Resources	Marg LaSalle Margaret Sherratt Janine McClure	33	Not recorded
Nov 29	Informed Decision Making: Gaining Skills with Tricky Breastfeeding Related Questions	Sonya Boersma	25	64

Attendance at BFION meetings continue to decline year over year

Year	Total attending BFION Meetings per year
2022	151
2023	109 (28 % decrease)
2024	101 (7 % decrease)

- The meetings are delivered virtually using the ZOOM platform. This allows presentations to be recorded and shared on BFION YouTube platform
- BFION Social Media platforms have provided event updates and shares to those that are subscribed or visit the sites
- A membership recruitment committee resumed it's work in June 2024, after a pause in 2023 while the BFION website was updated. The first goal has been to

reach out to potential new members to consider membership in BFION. Letters have been written, contact list generated and letters sent out. Thanks to Marg LaSalle, Louise Guthro and Rebecca Serroul, committee members.

- BCC WHO Code Advocacy survey was presented to membership in Jan 2024. In Ontario, 32 letters were sent to MPs after completing the survey. BCC had created a letter template and a summary of their response to Health Canada to guide membership in formatting these letters.
- A BFION Membership Survey was distributed to membership in Jan 2024. Details are shared in the next section of this report.
- At the AGM in April 2024, several long-term executive members left their position as their term concluded. Thank you to Laura Dueck, Karen Frith and Linda Young for their years of leadership in their executive roles. Recruitment for new executive welcomed Bobbie Jo Duquette into Membership, Brooke Hewitt to Co Chair Elect, Shehnaz Makani to Co Chair, Joan Bueckert and Louise Guthro sharing Communications and Andrea Priamo covering the Website.
- A nomination package was developed to support executive recruitment process. The nomination package is being trialed for April 2025 executive recruitment.
- Some Bylaw updates were made and approved at April 2024 AGM. Key changes were to Article 7 regarding BFION executive - number of executive members and updates to some duties of specific positions; BFION will cover membership fees of co-chairs and BFI assessment coordinator to BCC as they must attend the BCC PT meetings and provide updates at BFION meetings. Also, bylaw update to note that meetings take place virtually, rather than by teleconference.
- Plan to move relevant Best Start Parent Resources stored on Health Nexus website to the Family Forum section on BFION website is progressing.
- During National Breastfeeding Week (NBW), Marg LaSalle developed the BFION National Breastfeeding Week resource kit based on 2024 WABA theme, *Closing the Gap*. Details about the NBW kit were shared on Sept 25 at the Hot Topic membership meeting.
- Preliminary planning meetings to explore antenatal hand expression practice in Ontario moved forward. A future engagement and information session with stakeholders, targeted for late spring 2025. We are grateful to have two BFION members, Chani Delorme and Julie Remillard joining the working group alongside Louise Guthro, Shehnaz Makani, and Margaret Sherratt. Thankful for Linda Young's leadership lens to help guide our actions forward.
- Brooke Hewitt, with support from Marg LaSalle, is preparing Breastfeeding and Return to Work, a webinar for Ontario Public Service employees for early 2025.
- Letter of congratulations sent by B Hewitt to two Ontario facilities that achieved BFI redesignation

BFI Ontario Membership Survey

In January, a survey of BFION membership was conducted. A total of twenty-five members completed the survey. Thank you to Louise Guthro for leading this survey and sharing results with membership.

Purposes

Inform planning for year ahead

- Assess BFION effectiveness and value to members
- Enhance member interest and engagement
- Increase effectiveness of BFION
- Define focus and direction for updating Action Plan
- Member awareness of what is available from BFION

Survey Overview

- Used 15 questions multiple choice and open ended
- Emailed to all members subscribed to MailChimp in January 2024
- Two reminder emails
- Received 25 responses

Q1. What sector represents you?

➤ Majority of respondents in community health services

Survey Overview

Q2. Provide first 3 digits of postal code

- Most areas of Ontario were represented
- Missing areas not represented were Haliburton Highlands, parts of Central Ontario, Hamilton, Oakville, Mississauga and Norfolk County

Q3. Length of experience as BFION member?

- Majority of respondents (72%) had 4 or more years experience with BFION

Q4. Which of the following BFION initiatives have you used in the past 2 years? (Check all that apply)

- 92% of respondents are using at least one of the resources and supports identified

Q5. Do you currently follow BFION on any of our social media platforms? Check all that apply

- Facebook and Instagram was most used platform by respondents
- 48% respondents do not follow BFION on social media

Q5 Answer Choices	n
I follow on Facebook	9
I follow on Twitter	2
I follow on Instagram	6
I do not follow on social media	12
Total Responses = 25	

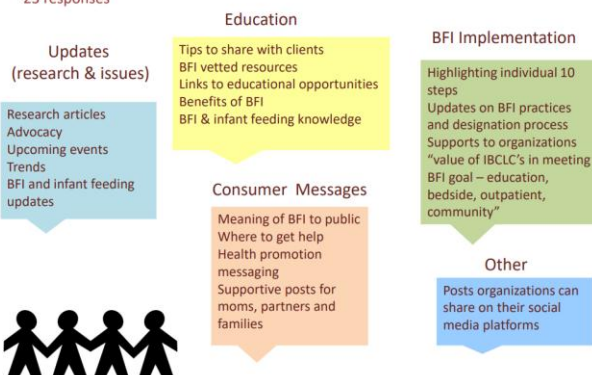
Q6. What social media platforms do you use? Check all that apply

- Facebook and Instagram was most used platform by respondents

Q6 Answer Choices	n
Facebook	21
Twitter	4
Instagram	18
LinkedIn	5
Other - Tik Tok noted	3
Total Responses = 25	

Q7. Suggestions for Social Media Messages

23 responses



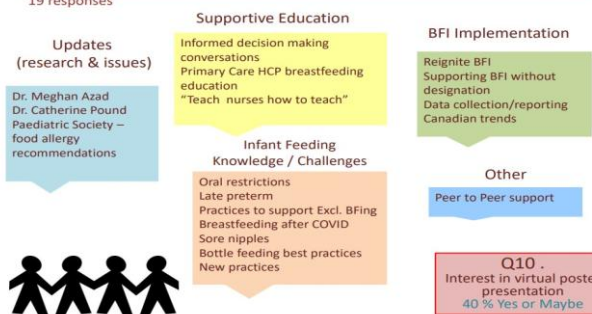
Q8. Topics for Education at BFION meetings

21 responses



Q9. BFI Expo topics or suggestions

19 responses



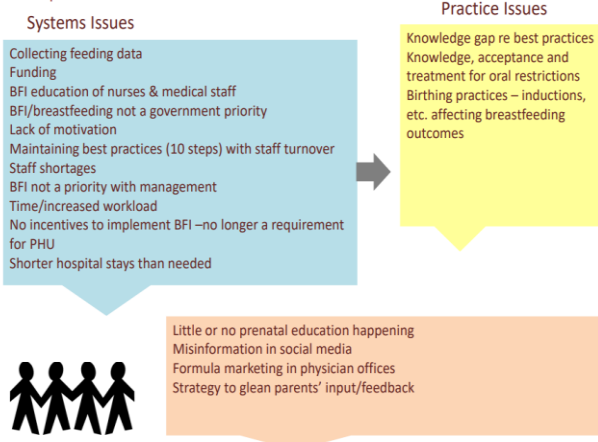
Q 11. How could BFION better meet your needs?

14 responded

Education	Support	Advocacy	Operations
More free CERP's offered	Public Health now that designation is no longer required	Supporting stand alone IBCLC's in becoming part of conversation – Nurse LC's not available during COVID	Consider changing meetings time or survey "best" meeting time
Educational webinars	Health Unit mergers of BFI designated and non-BFI designated organizations	Advocate for increase length of stay in hospital to support feeding	Help with getting name on email distribution list
Myth busting	Health Unit & Hospital sharing strategies	Advocate for BFI designation in newly formed health units	
Professional development opportunities	Simplified help for families		
Virtual Expo			

Q12. What are 3 main challenges right now?

20 responses



Q13.

Which BFION membership benefits are of most value?

21 responses



- ✓ Educational opportunities
- ✓ Resources
- ✓ National Breastfeeding Week package
- ✓ Meetings and collaboration
- ✓ Updates on best practice guidelines
- ✓ Staying connected
- ✓ Regular meetings
- ✓ Website
- ✓ Advocacy opportunities
- ✓ Sharing and learning from other members
- ✓ Public handouts
- ✓ Email/newsletter updates
- ✓ Expert presentations
- ✓ Virtual meetings

Communications Report – Joan Bueckert

I have been taking the minutes at the executive and memberships meetings since assuming the role of Communications Coordinator in 2024.

One of BFION's goals is to facilitate the accurate and timely sharing of information with members regarding breastfeeding and the Baby-Friendly Initiative. The Mailchimp online platform is used as a tool to reach all our members at one time with each email.

Mailchimp assisted BFION in communicating with 344 email subscribers (members) at end of year 2024. This number is up from 331 in the previous year. The number of emails sent out to our membership in 2024 was 40, which was up from 36 emails sent in 2023. Email content included information that supported our regular membership meetings (e.g., agendas, minutes), promoted educational opportunities, and shared new research and resources/tools. Although not commonly used for this, it has also been an effective method for individual members to ask questions to the broader membership group (e.g., If a member has a practice question or is looking for a resource).

The Mailchimp metrics show that member engagement is at slightly less than the industry average, with our email open rate range at 30% – 52%, and average open rate at 38.7% consistent with the previous year. The click rates for BFION emails ranged from 0% - 10% which reflects the percentage of members who clicked on links within the emails. Click rates were typically higher when the email was sharing information about educational opportunities, resources/tools, or new research.

Opportunities for Consideration

The communications coordinator was onboarded mid-year, with the Mailchimp role supported by the Past Chair. Alongside efforts to onboard a new Communications Coordinator, continued focus will be on strategies to increase engagement with BFION through exploring options to link our social media platforms to our Mailchimp send outs.

BFI Ontario Assessment Coordinator Report- Marg LaSalle

During 2024, Brightshores Health System in Owen Sound and Carlington Community Health Centre in Ottawa achieved Baby-Friendly Initiative (BFI) re-designation. Brightshores Health System was initially designated in 2015 and Carlington Community Health Centre. Congratulations to both facilities for their ongoing commitment to the implementation of the BFI standards and BFI designation

Some hospitals and community health services in Ontario are actively implementing many BFI practices but are not seeking BFI designation/redesignation. Factors such as financial constraints, staffing shortages, multiple competing priorities, lack of a breastfeeding surveillance system for community health services, and lack of provincial government prioritization of BFI designation for hospitals and public health units have all played a role in the decline of facilities seeking BFI designation/redesignation.

In 2017 there were 8 BFI designated hospitals and 31 BFI community health services in Ontario. In 2024 we had 4 BFI designated hospitals and 5 BFI designated community health services.

Phase 2 of the Breastfeeding Committee for Canada's (BCC) Quality Improvement Collaborative Project ended on March 31, 2024. Sunnybrook Health Sciences has achieved silver status (met BFI standards for 6-8 of the Ten Steps) in the BCC's recognition program and one other hospital in Ontario submitted their data for review in early 2025.

Some public health units in Ontario recently amalgamated and are currently focused on their new structures and will determine programming based on the amalgamations after the structures are determined. A few have reported that they will be discussing BFI implementation and designation/redesignation when programming becomes the focus.

All assessment work is done through the Assessment Committee of the Breastfeeding Committee for Canada. Karen Frith, Wendy Lahey, Marg LaSalle and Kathy O'Grady provide Ontario representation on the BCC's Assessment Committee. Other assessors in Ontario include Joan Bueckert, Kathy Jacyniak, Angie Manners, Jill Mather, Rebecca Serroul, and Gillian Szollos. Shehnaz Makani and Margaret Sherratt are assessor candidates from Ontario.

The BFI Ontario co-chairs and Marg LaSalle represent Ontario on the BCC's Provincial-Territorial Committee.

Kathy O'Grady continued in her role as BFI Project Director through out 2024. Kathy is also the BCC international delegate to the Baby Friendly Hospital Initiative Network (BFHI Network) and is a member of the BCC's Board of Directors. Yolande Lawson (co-chair), Angie Manners (website liaison), Linda Young and Candi Edwards reside in Ontario and sat on the BCC's Board of Directors in 2024.

Respectfully submitted,

Marg La Salle
BFI Ontario Assessment Coordinator

Social Media Report – Angie Manners

In 2024, we were active on 3 social media platforms: Facebook, Instagram and LinkedIn.

The 83 Facebook posts and stories had 2.7 thousand reaches. Our following increased from 276 to 304 people. Our posts engagements increased significantly from 42 to 419, surpassing the 2022 data. Similarly, our link clicks also increased dramatically from 25 to 229.

We now have 87 Followers on Instagram which is an increase from 57 in 2023. Our posts and stories almost doubled with 503 reaches. We had a total of 89 profile visits. In 2024, there were 146 likes, 15 shares and 17 comments from our Instagram posts. Our hashtag is #BFIOntario.

Posts created focused on various topics such as Nurses Week, Mother's Day, Father's Day, National Breastfeeding Week and World Breastfeeding Week as well as BFION membership and executive recruitment to name a few. We shared breastfeeding promotion tools and reports as well as events and opportunities from partner organizations including the BCC, WHO, the Public Health Agency of Canada, La Leche League as well as the Academy for Breastfeeding Medicine.

When possible, we post content in both official languages.

Our goal for 2025 is to continue growing our social media presence and to grow our followers, especially on LinkedIn – this platform has been newly reactivated since late September 2024. We strive to increase our reach and engagement as well as collaborate with our partners by sharing content and events as appropriate.

Social Media Activity - Facebook

Facebook	2021	2022	2023	2024
Posts	48	90	47	83
Shared Posts	107	82	42	64
Followers (Page likes)	189	257	276	304
Engagement (content interaction)	328	370	42	419
Reach	13,709	8259	1,600	2,700
Link Clicks	826	127	35	229
Comments	46	30	Data unavailable*	18
Visits			408	5,700

**Data unavailable as more followers are needed for Meta Business Suite to provide this information while respecting privacy of those following the accounts.*

Facebook reach 60% increase from 2024

Demographics

-97% are women, 3% are men

-Ages 18-24 (0.4%)
 25-34 (18.6%)
 35-44 (41.7%)
 45-54 (19.6%)
 55-64 (12.2%)
 65+ (7.5%)



Top 5 cities

Ottawa (10.5%)
 Toronto (4.3%)
 Hamilton (3.9%)
 Brockville (2.0%)
 Cambridge (2.0%)

Top 5 countries

Canada (90.5%)
 US (3.9%)
 UK (1.3%)
 Egypt (1.0%)
 Portugal (1.0%)

Social Media Activity - Instagram

Instagram (New 08/21)	2021	2022	2023	2024
Posts	36	40	18	38
Stories			0	26
Followers	10	47	57	87
Following		7		17
Reach	113	261	255	503
Likes and Reactions	12	66	No data	146
Share	2	4	0	15
Profile Visits	24	52	33	89

Instagram reach 127 followers, a 6% increase from 2023

Once we reach 100 Instagram followers, we will have access to demographic information as noted for Facebook.

Social Media Activity – LinkedIn*

LinkedIn	2024
Followers	21
Posts	8
Engagements	23
Impressions	402
Reposts	2
Comments	1

**The BFION LinkedIn account was reactivated at the end of September 2024*

Social Media Activity – Twitter (now X) *

Twitter	2020	2021	2022	2023
Followers	84	89	97	101
Following	265	268	263	261
Tweets	33	15	12	1
Retweets	14	66	12	0
Likes			29	1
Mentions		9	9	0

**No posts were made to X during the 2024 period. Information was posted to LinkedIn (stats above).*

Opportunities for Consideration

1. Create stories and reels for Facebook and Instagram as these typically generate more interest and traffic to our pages.
2. Create a calendar of topics to ensure we are posting timely topics more frequently.
3. Continue posting to LinkedIn page to gain more followers.

Membership Overview – Bobbie Jo Duquette

Membership numbers have grown over the past year, supported by flexible payment options, such as, PayPal, cheque, and invoice. MailChimp remains the primary tool for email distribution to members. A feedback survey has been developed to collect insights on membership cancellations. Additionally, the membership recruitment strategy was successfully launched toward the end of the year.

Fee Structure

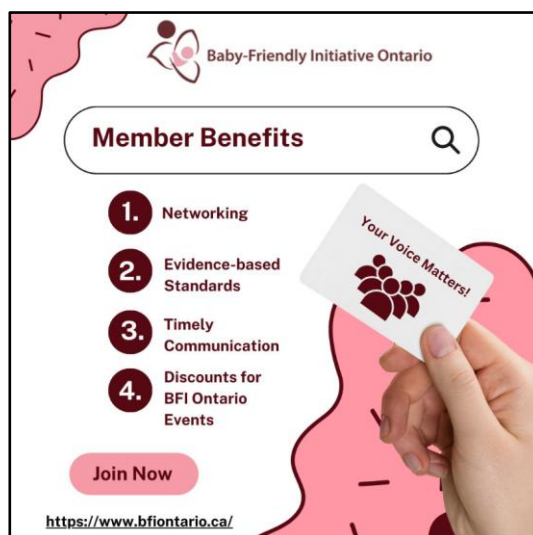
The rates for membership remain unchanged from previous years supporting the development and implementation of BFI strategies across the province. The fee structure is outlined below.

Category	Cost
Individual	\$20
Group A (2-5 members)	\$50
Group B (6-10 members)	\$100
Group C (11-24 members)	\$250
Group D (25+ members)	\$400

Payments

Most groups use PayPal (90%) as their payment method, while the remainder pay by cheque (10%). Among those using PayPal, 20% complete payment manually and 80% have set up a recurring auto-renewal payment plan.

All individual memberships are paid via PayPal; with 54% set up on a recurring auto-renewal payment plan and 46% completing payments manually each year.

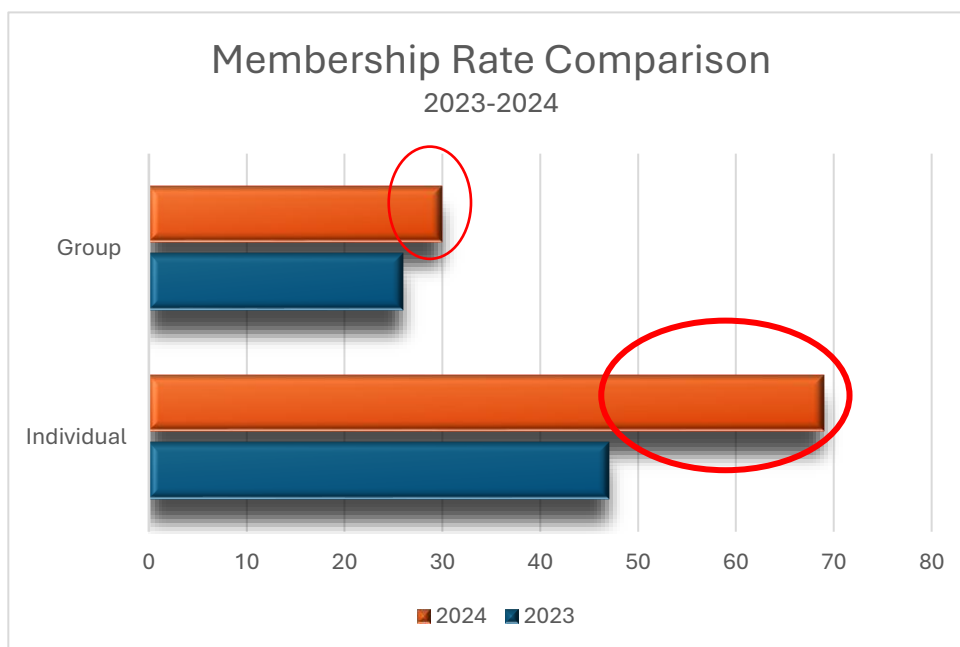


Membership Trends



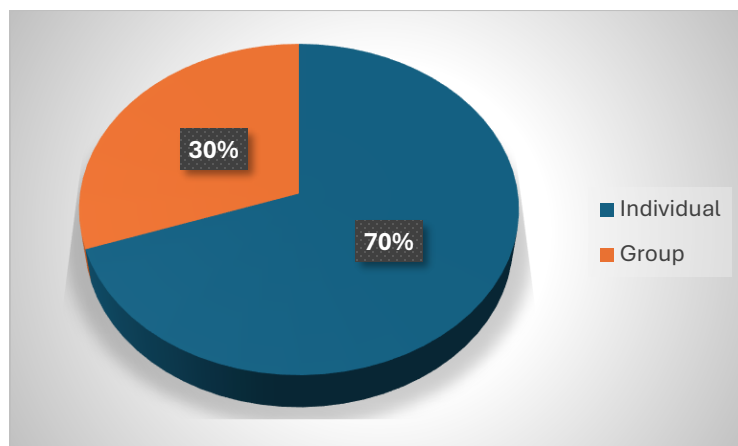
This graph illustrates the fluctuation in membership rates from 2019 to 2024, showcasing both individual and group rates.

Membership rates have risen over the past year with group memberships increasing by 4 and individual memberships experiencing a remarkable growth of 22!



BFI Ontario experienced a rise in registrations following the BFI Expo in May, which brought in 18 new registrations, and the launch of the recruitment strategy in October which added another 3 new registrations. Notably, the registration fee for the Expo was equivalent to the annual membership fee.

Membership Representation



Over the past 5 years, representation between group and individual memberships has been relatively balanced. However, in 2024, individual memberships became the majority.

Group Membership Distribution Based on Size

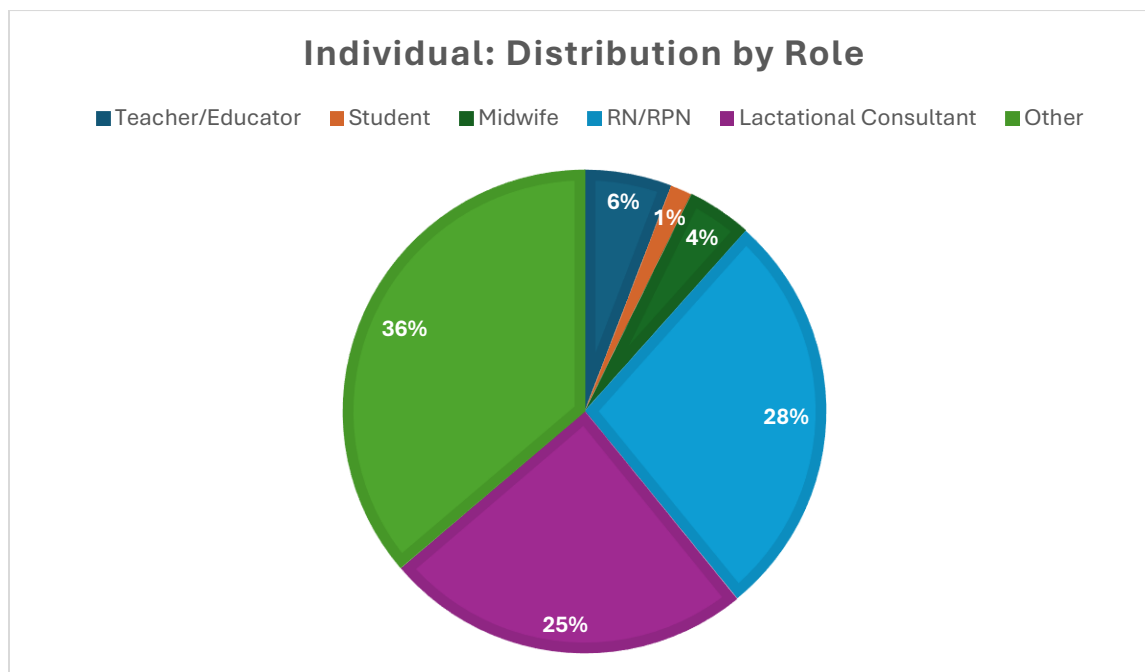
Group Type	2019	2020	2021	2022	2023	2024
A	34	35	31	26	20	26
B	9	6	5	5	5	2
C	1	1	1	2	1	2
D	1	1	1	0	0	0

Overall, Group Membership rates have stabilized following a 5-year period of steady decline. Group A has increased by 6, Group B has declined by 3 and Group C has increased by 1. There remains to be no representation from Group D since 2021.

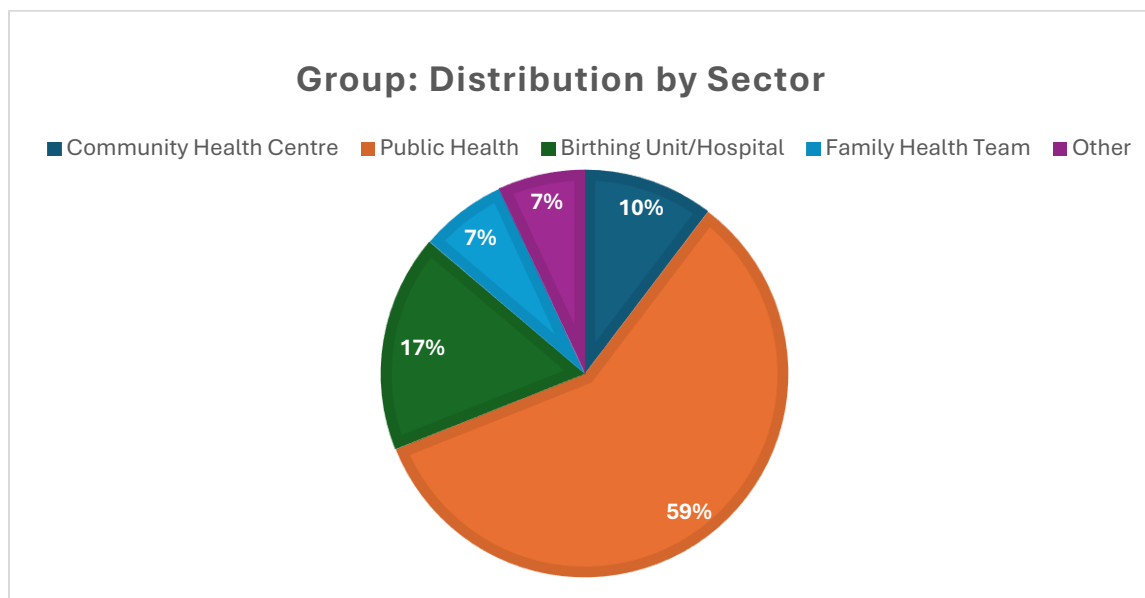
Unfortunately, BFI Ontario recorded 8 membership cancellations including 6 Individual memberships and 2 group memberships.



Membership Distribution



*The data related to **Role Distribution** is collected at the time of application submission and is chosen by the applicant.*



*The data related to **Sector Distribution** is collected at the time of application submission and is chosen by the applicant.*

Adjustment to Membership Coordinator Procedures

The database was upgraded on the Excel platform to align with the membership application form ensuring accurate tracking and reporting. A reference guide was developed to consolidate all supportive documents for the membership coordinator outlining role descriptions, facilitating communication, and aiding the transition of new executive members into the role. Additionally, Gmail templates have been updated, and a feedback survey was created to gather insights on membership cancellations.

Possibilities for Review

- Gather insights on membership cancellations to refine processes, enhance recruitment strategies and boost engagement among existing members.
- Break down the “other” category to improve accuracy of tracking and reporting. This breakdown should be applied to the application form directly as the database mirrors the online application form.
- Coordinate membership renewals to include re-submission of membership applications, ensuring updates and compliance with rules are tracked for reporting purposes.

Financial Report – Hiltrud Dawson

Overall, BFI Ontario remains in a good financial position.

Financial Overview

CRA Report and Filing

For the year 2023-24 (May 1, 2023 – April 30, 2024), BFI Ontario’s financial documents were examined. Taxes filed by the accounting firm, T4Tax Services Inc., with no taxes to pay.

Finances Described

Income and Expenses for 2024

2024 Income:

Item	Amount	Additional Explanation
Membership Payments via Direct Deposit, e-Transfer and Cheque	150.00	
Membership Payments via PayPal	2,812.00	
BFI Expo	218.04	12 attendees via Eventbrite
Total Income	3,180.04	

- Occasional e-transfers have been accepted. BCC offers the option to pay by e-transfer. It would be advantageous for BFI Ontario to offer e-transfer as an alternative to PayPal payments. The treasurer is in the process of setting this up on a more permanent basis.
- To attend the BFI Expo, attendees could purchase a membership or pay \$20. There were 12 attendees who paid for the Expo only via Eventbrite.

2024 Expenses:

Item	Amount	Additional Explanation
PayPal fees	110.41	
Teleconferences/Zoom	242.84	
Survey Monkey	461.04	
Website	802.17	
Executive expenses	110.73	
Tax services	372.90	
BFI Expo	578.67	CERP Application and Speaker Fee
Total Expenses	2,678.76	

The BFI Expo incurred expenses for a speaker fee and Eventbrite fees. Payments of expenses were made via cheque, or direct debit. Our community account does not allow for a credit card. E-transfers are also under consideration.

Assets at the end of 2024

On December 31, 2024, our accounts held the following amounts:

Assets	Amount
PayPal	2,428.80
Bank of Montreal	27,272.44
Total	29,701.24

Income and Expenses Comparison

This table compares our income, expenses and total assets for 2023 and 2024.

	January 1, 2023 - December 31, 2023	January 1, 2024 – December 31, 2024	Difference
Account Balance and Comparison			
Income	2,440.00	3,180.04	522.04
Expenses	-1,445.53	-2,678.76	-990.39
Difference	994.47	501.28	
Assets Comparison			
PayPal Assets at End of Year	3,580.78	2,428.80	
Bank of Montreal Assets at End of Year	25,619.18	27,272.44	
Total Assets	29,199.96	29,701.24	501.28

Budget for 2025

BFI Ontario is reviewing out operating expenses and switching to cheaper and/or more efficient platforms where possible.

Opportunities for Consideration

BFI Ontario has sufficient funds to consider other needs, tools or resources that would benefit members, strengthen the position of BFI Ontario in the province, and support BFI Implementation.

Respectfully submitted by Hiltrud Dawson

Website – Andrea Priamo

This year, as the BFI Ontario Website Administrator, I learned the process of maintaining and updating our BFI website. I worked closely with our Membership Coordinator to ensure our members have proper website access, and updated files and resources to reflect the ongoing work of the BFI Ontario Executive Committee and membership group.

Opportunities for Consideration

There are many website ideas and opportunities our team has shared to provide our users with an optimal experience when they visit our website. Our team feels strongly about developing a webpage for parents to access credible resources to support their infant feeding journey. Developing this page will be a goal of mine soon.

The BFION executive would like to thank each of its members who supported the health and well-being of Ontario families and communities this past year. BFION will continue to do the same by protecting, promoting, and supporting breastfeeding through the implementation of the Baby-Friendly Initiative. We will continue to advocate for these evidence-based, best practices in Ontario, look for opportunities to influence change and increase engagement.

Respectfully,



Shehnaz Makani
BScN MPH IBCLC
Co Chair BFION



Margaret Sherratt
RN BScN IBCLC
Co Chair BFION

VOLUNTEERS NEEDED

CO-CHAIR COMMUNITY
CHAIR-ELECT HOSPITAL
COMMUNICATIONS COORDINATOR
MEMBERSHIP COORDINATOR
WEBSITE ADMINISTRATOR

Baby-Friendly Initiative Ontario

Enhancing the Patient Experience
Labour & Delivery Sensory Room Initiative

by **Audra Boersen**
Maternal Child Manager
Huron Perth Healthcare Alliance (Stratford Site)

Join us on Jan 26, 2024 at noon EST for our Hot Topic presentation

Registration required [here](#)

Looking for **Poster Abstracts**

Showcase important and innovative work and share your story and ideas with others in one of these categories

- 1 Increasing BFI awareness and engagement
- 2 Implementing BFI best practices
- 3 Supporting breastfeeding and/or sustaining BFI

Oct. 1-7

National Breastfeeding Week

See our resource kit to help you celebrate!

www.bfi.on.ca

Closing the Gap
Breastfeeding Support for All

MEMBERSHIP DRIVE

ANNUAL MEMBERSHIP
INDIVIDUAL \$20
GROUP PACKAGES AVAILABLE

Visit our website to learn more!

2024

National Breastfeeding Week 2024

Breastfeeding Support: Closing The Gap

Be a Gap Buster!

- Identify Gaps
- Take Action
- Evaluate Action
- Celebrate Successes

October 1-7

Baby-Friendly Initiative Ontario

Breast(milk) Feeding and Immune Development: Overview & Evidence from the CHILD Cohort Study
with **DR. MEGHAN AZAD**

+ BFI poster presentations from Sunnybrook Health Sciences Centre (Toronto) and Brightshores Health System (Owen Sound)

Thursday MAY 30, 2024 12:00 - 2:00PM **OR** Wednesday JUNE 5, 2024 6:30 - 8:30PM
Register here for May 30 Register here for June 5

Free for BFI Ontario members
\$20 for non members

Hot Topic for BFI Ontario Membership Meeting
Nov 29, 2024
12-1300

INFORMED DECISION MAKING: TIPS & TRICKS

Presented by : Sonya Boersma, BN MScN RN IBCLC