



Community and Health Services
Public Health

Memorandum

TO: Members of Committee of the Whole
FROM: Dr. Karim Kurji, Medical Officer of Health
DATE: March 5, 2015
RE: **2015 Ontario Baby-Friendly Initiative Expo**

The Baby-Friendly Initiative Ontario is a volunteer, multi-disciplinary committee consisting of health care professionals, service providers and consumers within Ontario. Members are interested in protecting, promoting, and supporting breastfeeding through the implementation of the baby-friendly initiative. The Baby-Friendly Initiative (BFI) Ontario, in partnership with the Breastfeeding Committee for Canada, is responsible for the implementation of the BFI in Ontario. It serves as the liaison and primary contact between hospitals or community facilities and the Breastfeeding Committee for Canada; assisting and supporting them in their work to achieve the Baby-Friendly Initiative designation. At the direction of the Ministry of Health and Long-Term Care, BFI Ontario is also responsible for overseeing the BFI accreditation process for all public health units in Ontario.

The Regional Municipality of York, in partnership with Baby-Friendly Initiative Ontario, is proudly hosting the *2015 Ontario Baby-Friendly Initiative Expo*. The event will be held at the Hilton Garden Inn, in Vaughan, on May 5 and 6, and will be chaired by Global News reporter Catherine McDonald.

The 2015 Expo provides York Region with an opportunity to profile and promote the Region to over 350 delegates expected to attend. It will also provide public health staff with the opportunity to increase awareness of BFI initiatives currently underway across the Region with hospital and community partners.

Ontario BFI expos are held bi-annually, co-hosted by a provincial public health unit and BFI Ontario, the provincial authority on BFI implementation. At this year's Expo, participants will be provided with the opportunity to:

- Gain knowledge, strategies and resources necessary to achieve or maintain BFI designation in their organization
- Learn about strategies that can assist in achieving or maintaining BFI designation in their organization
- Showcase accomplishments and explore best practices and lessons learned in their BFI implementation process
- Network

The theme of this year's Expo is 'Community and Health Sectors Working Together for Change', with the objective of facilitating collaboration between acute care and primary health care partners and Ontario public health units in support of BFI implementation across Ontario. A variety of speakers and exhibitors from across Canada, who are experts in the implementation of baby-friendly initiatives and breastfeeding practice and research, will be featured.

Dr. Karim Kurji
Medical Officer of Health

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