

GREY BRUCE BREASTFEEDING COALITION

Terms of Reference

Mission: To promote, educate, advocate, support, and normalize breastfeeding for all families.

Frequency: Meetings held three times per year or as determined by the group members.
Working sub-committees to meet as determined by the group members.

Activities:

- Hold regular meetings of the Grey Bruce Breastfeeding Coalition.
- Share information and updates on local breastfeeding services and referral processes.
- Share current evidence-based information, resources, and updates on breastfeeding.
- Share information on local educational opportunities related to breastfeeding for professionals and/or the public.
- Collaborate with other professionals, organizations, and community members to develop strategies to promote, support, and normalize breastfeeding.
- Work with partner agencies towards implementation of the Baby Friendly Initiative (BFI).

Outcomes:

- Partnerships between group members and organizations are established and/or strengthened.
- Professionals working with expectant parents and families have increased awareness of:
 - Where and how to refer to breastfeeding services
 - Current evidence-based breastfeeding information, to facilitate community-wide, consistent messaging
- Coalition members will be aware of breastfeeding educational opportunities and will share this information with colleagues, patients, and clients as needed.
- Coalition will be involved in one event/project per year that promotes breastfeeding in the community.
- Breastfeeding initiation rates will be maintained or increased and breastfeeding duration rates will increase in Grey Bruce.

Reviewed January 2017

Adapted from the Niagara Region Breastfeeding Coalition (<http://www.breastfeedingniagara.ca/about-us2.html>)
and the Durham Region Breastfeeding Coalition (<http://www.durhambreastfeeding.ca/>)