



## **Bold Ideas Colloquium Speaker Series**

**Friday, November 7, 2025, 12:00 – 1 PM via Zoom:**

### **INSET DETAILS**

#### **Implementing and evaluating a national quality improvement collaborative to improve Baby-Friendly practices in community health services**



Emma Seager, MSc



Sarah Turner, PhD

**Dr. Sarah Turner, PhD**  
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**Emma Seager**  
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**Abstract:** The Baby-Friendly Initiative (BFI) is a WHO/UNICEF initiative, comprised of 10 Steps, that support families throughout their infant feeding journeys. The 10 Steps can be implemented in hospital and community settings. In Canada, however, the formal uptake of the BFI 10 Steps remains low. In this project, we will design, implement and evaluate a quality improvement collaborative that brings together 25 interested community health services from across Canada to support implementation of the BFI 10 Steps. This presentation will describe the components of the collaborative and the methods we will use to evaluate its effectiveness in helping sites implement the 10 Steps.

**Talk Learning Objectives:** 1. Understand the process of initiating and implementing a national quality improvement collaborative; 2. Describe the Breakthrough Series Quality Improvement Model; and, 3. Describe multi-site case study methods for evaluating the quality improvement collaborative

#### **Speaker(s) Biography:**

**Dr. Sarah Turner** is a post-doctoral fellow at the Manitoba Centre for Health Policy in Winnipeg, Manitoba. She holds both a PhD and MSc in Community Health Sciences from the University of Manitoba and has over a decade of experience conducting maternal and child health research using both quantitative and qualitative methodologies.

**Emma Seager** is a registered midwife (non-practicing) and the National Baby-Friendly Project Director with the Breastfeeding Committee for Canada. She holds an MSc in Health Science Education from McMaster University. As a midwife and healthcare leader, she has contributed to numerous quality improvement initiatives aimed at enhancing maternal and newborn care.