



**BREASTFEEDING
ART EXPO**

FINAL REPORT & EVALUATION

— SEPTEMBER 2018 —



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THE PARTNERSHIPS

KCR-Community Resources (KCR) and Interior Health (IH)

The partnership with Interior Health was highly successful and vibrant.

KCR-Community Resources Key Players:

- Ellen Boelcke, Executive Director
- Lisa Ford, Family Friend Program Coordinator
- Kelsey Grmek, Webmaster
- Gerry Gardner, Accountant

Thank you to the Board of KCR for their support for this project.

Interior Health (IH) Key Players:

- Heather Deegan, Director of Health Communities
- Janice Talarico, Healthy Communities Nutrition Manager for Population Health
- Project Coordinator & Principal Curator, Karen Graham, Public Health Dietitian; Karen managed all aspects of the Expo in consultation with KCR & IH.
- The Public Health Dietitians across the region helped in various capacities at local Expos: Jill Worboys, Linda Boyd, Melanie Wiebe, Kristi Estergaard, Laura Kalina, Simone Jennings, Kandice Mueller and Cathy Richards
- Cindy Bossio, Public Health Dietitian, Julie Steffler, Community Health Facilitator, and assisted with some editing Lesley Grey, Public Health Nurse in Trail
- Kady Hunter, Public Health Dietitian and Community Health Facilitator, IH, authored the *Teacher's Guide*
- Lesley Grey, Public Health Nurse in Trail, IH
- Jennifer Groening, Facebook posting, Administrative Support
- Julie Koivisto, Administrative Support
- Linda Kersche, IH Maternity Care Public Health Nurse (also see below as volunteer on Steering Committee)
- Meggie Ross, Public Health Nurse, Penticton Health Centre, coordinating events and long-term partnerships
- Social Matrix Mapping by Holly Buhler, Regional Practice Lead, Research & Knowledge Translation, IH

Thank you to the senior executive of Interior Health for their support for this project.

Steering Committee

The Steering Committee played an essential role in guiding this project throughout. Members were from across the IH geographical region, including two Indigenous representatives. There were five in-person Steering Committee Meetings between June 21, 2014 and February 17, 2018. In addition to the in-person meetings there were many email and phone communications throughout.

- Co-Chair and Treasurer: Ellen Boelcke, Director of KCR
- Co-Chair and Project Coordinator: Karen Graham, IH
- Linda Kersche, Lactation Consultant and IH Maternity Care Public Health Nurse
- Lisa Ford, Family Friend Coordinator, KCR
- Lynne Grillmair, Artist, Golden
- Robert Simkins, Artist, Kelowna

- Jonathan Dersksen, Teacher, School District 23, Kelowna
- Upkar Grewal and Tahira Saeed, South Okanagan Immigrant & Community Services, Penticton
- Caroline Ivey, Coordinator for Cultural Services, City of Kelowna
- First half: Christine Hawkins, Past Family and Employment Services Manager at KCR
- First half: Virginia and Alana Aspinall, Indigenous Representatives, Nlaka'pamux First Nation
- First half: Alan Bass, Professor Emeritus from School of Journalism, Thompson Rivers University
- Second half: Rhonda Jules, Assistant Director of Health and Wellness. Sexqeltqin Health Centre, Adams Lake Indian Band – Health Department, Chase
- Second half: Christopher Seguin, Past VP Advancement at Thompson River University, Kamloops
- Second half: Danielle Wilson, IH Practice Lead, Aboriginal Health, Kamloops

Funders

- Vancouver Foundation
- British Columbia Arts Council
- Interior Health
- BC Central Okanagan Foundation
- First Nations Health Authority
- The Hamber Foundation
- **Secondary Funders:** Anonymous donation; Make Children First Kamloops; and Judy Mieger (USA)

Art Galleries and Gallery Curators

- Rotary Centre for the Arts (Kelowna) – Shannon Lester, Gallery Curator; Mary Deacon, Promotions and Brittany at RCA Bistro catering
- Alternator Gallery (Kelowna) – Megan Bowers, Gallery Curator
- Vernon Art Gallery (Vernon) – Lubos Culen, Curator; Laura Ashton, Marketing and Programming Coordinator; and Dauna Kennedy-Grant, Executive Director
- Gallery Vertigo (Vernon) – Brigitte Red, Curator and Donna Mair, Board Member, and spouse
- En'okwin Cultural Centre (Penticton Indian Band) – Tracey Kim Bonneau, Curator with help from Lloyd, Anne and Linda
- VISAC Gallery (Trail) – Kristen Renn, Curator and Hailey, student volunteer
- The Station House Gallery (Williams Lake) – Diane Toop, Curator and Kathryn Steen, Vice President of the Board and Marilyn Dickson, Board Director
- Mastermind Studios Soundstage (Kamloops) – Peter Inglis Cameron, Owner of Soundstage
- Kamloops Art Gallery BMO Wall – Emily Hope, Education and Public Programs Director

Speakers at Expo Events

Kelowna (Rotary and Alternator):

- Rawle James and Lisa Ford, KCR
- Norm Letnick, Liberal MLA Kelowna-Lake Country
- Lea Geiger, Provincial Coordinator, Baby-Friendly Initiative, Perinatal Services BC
- Shannon Wilson, Community Artist
- Katherine Eggleston, Independent Artist
- Karen Graham, Principal Curator and Project Coordinator, IH

Vernon Public Art Gallery:

- Lubos Cullen, Curator of Community Space at Vernon Public Art Gallery
- Dauna Kennedy-Grant, Executive Director, Vernon Public Art Gallery
- Karen Graham, Principal Curator and Project Coordinator, IH
- Additional speakers for opening of main gallery: Destanne Norris, Alistair MacRae and Patrick Lacasse, and Sheldon Louis

Vernon – Gallery Vertigo:

- Brigitte Red, Curator, Gallery Vertigo
- Ellen Boelcke, Executive Director, KCR
- Roger Parsonage, Corporate Director, Population Health, IH
- Juliette Cunningham, City of Vernon Councillor
- Paulina Otylia Niechcial, Community Artist

Penticton - En'owkin Centre, this was a sharing circle of about 35 people, most people said a few words, some highlights:

- Grace Greyeyes, Elder, Penticton Indian Band, Prayer and speech
- Meggie Ross, Public Health Nurse, IH
- Karen Graham, Principal Curator and Project Coordinator, IH
- Tracey Kim Bonneau, En'owkin
- Suzanne Johnson, Dietitian, Band Councillor, Penticton Indian Band
- Richard Armstrong, Elder, Penticton Indian Band, Closing Song

Trail – VISAC Gallery:

- Kristen Renn, Gallery Curator
- Karen Graham, Principal Curator and Project Coordinator, IH
- Safire Jones, Community Artist
- Joost Winckers, J.L. Crowe Secondary School Art Teacher, Trail
- Charlene Hodge, Independent Artist, Logan Lake (note: Charlene was the only person other than the Project Coordinator who attended every Expo Opening!)

Williams Lake – Station House Gallery:

- Kathryn Steen, Board Vice-President, Station House Gallery
- Karen Irvine, Community Artist
- Danikka Murphy, Community Art Project Participant
- Karen Graham, Principal Curator and Project Coordinator, IH
- Kandice Mueller, Public Health Dietitian, IH

Kamloops – Mastermind Studios:

- MC, Karen Graham, Principal Curator and Project Coordinator, IH
- Welcome to the Territory: Shane Camille did Welcome Song and Rhonda Camille did Honour Dance, Adams Lake First Nation
- Peter Cameron-Inglis, CEO of Matermind Studios
- Maureen Smith, Community Artist
- Heather Deegan, Director of Healthy Communities, IH

Kamloops Art Gallery:

- Board of Directors of Kamloops Art Gallery

Artists

- 18 professional artists leading the Community Art Projects
- Two commissioned artists
- 75 independent artists
- Five videographers with Mastermind Studios
- One videographer with Watershed Productions

Community Art Projects

- **15 Community Art Projects** were funded by the Breastfeeding Art Expo – Influencing Change through Art project and all projects were successfully completed. Six projects had an Indigenous component, such as an Indigenous artist or based in part or full in an Indigenous community.
- **200 community members participated in the community projects** including Indigenous, seniors, children, new Canadian immigrants, high school students, men and women.
- **35 community partnerships** were formed through the community art projects including 12 Indigenous partners (including First Nations and Friendship Centres), arts and theatre organizations, universities, community service organizations, a primary school and high schools, immigrant organizations and breastfeeding support organizations.
 - The community organizations who supported the artists in their community projects played roles that ranged from small to large. Some organizations were not actively involved in the community art work beyond their letter of support but were happy to be informed and many participated in the film development. Organizations helped the lead artist to source community participants for the community art projects. Some partners were highly involved, such as Thompson Rivers University (TRU), where the project was undertaken at the university labs, and the artist, coordinator and TRU staff also participated in a joint poster presentation at an international research conference held at the university.

List of Project Partners

- Adams Lake First Nation “Family Circle”
- Apple Tree Maternity, Nelson
- BC Nurses Union Aboriginal Leadership Circle Caucus
- Breastfeeding Matters in Kamloops
- Cariboo Friendship Centre, Pregnancy Outreach Program, Williams Lake
- Central Okanagan Home Schoolers, West Kelowna
- Centre of Arts and Technology (CATO), Kelowna
- Emily Carr University of Art and Design, Vancouver
- Enderby and District Community Resource Centre
- Family Place Nelson, Kootenay Kids
- Intercultural Society of the Central Okanagan, Kelowna
- Kelowna Arts Council
- Kelowna Breastfeeding Café
- KCR-Community Resources, Immigrant Services
- L.V. Rogers Secondary School, Nelson
- La Leche League Canada-Kelowna
- La Leche League Canada-Nelson
- Lii Michif Otipemisiwak Family and Community Services (LMOFCS), Kamloops
- Little Shuswap Lake First Nation “Baby Circle”
- Mamas for Mamas, Kelowna
- Neskonlith First Nation Health Services “Baby Circle”

- Okanagan Indian Band, near Vernon
- Perinatal Mood Disorder Awareness Ltd., Kelowna
- Runaway Moon Theatre Arts Society, Grindrod
- Shuswap Family Resource Centre, Salmon Arm
- South Okanagan Immigrant & Community Services, Penticton
- Splatsin Health Services, Splatsin First Nation, near Enderby
- Studio9 School, Kelowna
- Suk'wTəmsquilxw West Kelowna Arts Council (SWAC)
- The Tuesday Gals, Kelowna
- Thompson Rivers University, Department of Biological Sciences
- Vernon and District Immigrant Services Society
- Vernon Breastfeeding Café
- Vernon First Nations Friendship Centre, Pregnancy Outreach Centre
- Westbank First Nation, near West Kelowna
- White Buffalo Aboriginal and Métis Health Society, Kamloops

Commissioned & Purchased Art

- Eight art pieces were commissioned, seven were signs (informational, survey-related or welcome sign) and one addressed the challenges and heartbreak due to poorly supported breastfeeding, *Herculean Ordeal*.
- *Mother's Love* and *Generation to Generation* was purchased at the end of the expo by the project, for donation

Volunteers/Community Business Donations

- Rick Durand, primary volunteer with expo installs and uninstalls, volunteered through all phases of the project, both behind the scenes and on site.
- Janice Madill and Noëlle Nadeau Khoo, install volunteers with Kelowna Expo
- Paulina Otylia Photography (Vernon) and Charlene Hodge (Logan Lake) both photographed at several of the Expos
- Kelowna opening night volunteers from Kelowna Breastfeeding Café
- Roslyn Graham, MSc, Germany, editing of key section of grant applications
- Lea Geiger, Provincial Coordinator, Baby-Friendly Initiative, Perinatal Services BC, editing of key section of Art Catalogue
- 100 local volunteers and breastfeeding group volunteers who helped primarily with opening nights.
- Businesses included local companies, for example at the Vertigo Gallery Opening, coffee was donated by Voets Coffee Roasting, and vegetable and fruit trays by Nature Fare Markets
- Vernon Shaw Television, production of 5 minute video
- Mastermind Studios, Peter Cameron Inglis, production of final 12-minute video
- Make Children First Kamloops, 50% contribution towards Opening Night Catering at Mastermind
- Idea generation in early phases of project: Carrie Harper, HeART School of Art; Marijanel Knight and Patty Kilback
- Wendy Goodrich, FAIR Society in Trail helped with promotion, and Hailey graphic design student at Selkirk College helped with Trail Expo install and uninstall
- Kathy Steen and Marilyn Dickson, Station House Gallery, Williams Lake, install
- Mastermind Studios Install volunteers: Peter Cameron Inglis (additional volunteer time above contracted services), Maureen Smith and Joanne Juras, Breastfeeding Matters in Kamloops

Contracted Staff/Company Work

- Aaryn Secker, Penticton and Janice Madill (Easy English), Portage la Prairie, MB, editors on Art Catalogue
- Aaryn Secker, design and layout of Art Catalogue
- Joanne Seiff, Winnipeg, MB professional plain language editor (Teacher's Guide)
- Keiko Lee-Hem, Nelson, design of Teacher's Guide and front covers of Health and Art Guide and this Report
- Jennifer Nichols, design of project Infographics
- Postnet, West Kelowna, updates to infographics and ongoing miscellaneous printing
- Premier Printing, Winnipeg, MB, for printing of Art Catalogues
- Dog Den, Kelowna produced the t-shirts
- Packrat Movers who did all the moving of art
- Art was stored at National Storage
- Building rentals for Expos as applicable
- Goods or services were obtained from a variety of other sources including Staples, Robert Framers, Opus, caterers, etc.
- Caterers at Expo Openings, and various other businesses.

University Student Project Collaboration

Outside of the community art projects , there was collaboration on two term projects with University of British Columbia-Okanagan (UBCO) students.

- Four 4th year Nursing Students, supervisor Janelle Zerr
- Ten 3rd year Business and Marketing students, supervisor Eric Li.

Evaluation with UBCO

The evaluation framework for the survey was developed in consultation with Dr. Mike Evans, Director, Institute for Community Engaged Research for University of British Columbia Okanagan and Lindsay Harris, PhD student, Lead Evaluator.

Recipients of Art Donated from Breastfeeding Art Expo

These partners received/will receive art donations from the Breastfeeding Art Expo, from June-Dec, 2018. Note at the time of publishing this report, these donations were still being finalized.:

- Williams Lake Cariboo Friendship Centre
- Williams Lake Hospital
- Obstetrical Group at Kamloops Hospital
- Royal Inland Hospital new maternity wing (planned donation for 2019)
- Thompson Rivers University, Microbiology Department
- Kamloops Health Centre
- Adams Lake Band
- Shuswap Midwifery, Salmon Arm
- Salmon Arm Health Centre
- Nicola Valley Health Centre, Merritt
- Clearwater Health Centre
- Revelstoke Health Centre

- Enderby Health Centre
- Vernon Pregnancy Outreach, Vernon Friendship Centre
- Okanagan Indian Band
- Lumby Health Centre
- Community Health Services Centre, IH Kelowna
- Kelowna Community Resources
- Kelowna Hospital, Maternity wing
- Mamas to Mamas, Kelowna
- The Bridge, Kelowna
- UBCO Nursing Department
- Busted Project, Nelson
- Penticton Indian Band
- Penticton Hospital
- Penticton South Okanagan Maternity Center
- Princeton Health Centre
- Oliver Health Centre
- Kootenay Kids, Nelson
- Nelson Health Centre
- Trail Health Centre
- Grand Forks Health Centre
- Cranbrook Health Centre
- Golden Health Centre
- Sparwood Health Centre
- Invermere Health Centre
- Vancouver Foundation
- Global Breastfeeding Alliance, UCLA (University of California at Los Angeles), San Deigo

THE OUTCOMES

Employment & Art Sales

- 20 community artists facilitated the projects and the development of 15 community art projects and commissioned art pieces. Also, other professionals, such as photographers, musicians, and dancers, were hired by the artists within their community projects. The project hired a variety of other staff throughout the life of the project.
- Through the project the sale of nine art pieces was facilitated creating income for independent artists. The project also purchased two independent paintings to donate to health centers including one Indigenous and one Indo-Canadian.
- Art Price List was developed as a means of promoting the expo and will be updated by end of 2018.
- As previously outlined, employment, goods and service were purchased from a large variety of sources.

Resources Developed

<http://breastfeedingartexpo.ca/resources/> includes the following links:

Breastfeeding Art Expo Art Catalogue

- 128-page, full-colour booklet, 6,000 copies produced, these were distributed at Expos, and at conferences across BC, Canada and USA.

Teacher's Guide

Unique 50-page, full-colour Teacher's Guide, distributed 50 hard copies to school teachers.

Infographic

11 x 17" Infographic; over 500 copies distributed. Was updated annually during the five years of the Expo project.

Logic Model

Updated throughout the Expo project.

[A Guide for Art and Health Community Projects](#) – Steps to Success, Reflections from the Breastfeeding Art Expo (2013-2018)

Final Reports

- **Final Report & Evaluation**
- **Visitor Surveys**
- **Sticky Note and Guest Book Comments**
- **Social Network Analysis Map – Breastfeeding Art Expo Network**

Nine Art Expos in Six Communities

Expos were held in six communities across Interior Health, with representation in the Okanagan, Thompson Cariboo and the Kootenays. Due to the size of the art exhibit in some of the locations the art show was in two galleries, so in total there were nine galleries:

- Kelowna: Rotary Centre for the Arts and Alternator Gallery Community Gallery
- Vernon: Vernon Public Art Gallery Community Gallery and Gallery Vertigo)
- Penticton: En'owkin Centre at Penticton Indian Band
- Trail: VISAC Gallery
- Williams Lake: The Station House Gallery
- Kamloops: Mastermind Sound Studio & Kamloops Art Gallery BMO Community Wall.

In some cases a few art pieces were also put on display at the local hospital (e.g. Kootenay Boundary Regional Hospital or an alternate art gallery (e.g., Penticton Art Gallery).

15 Community Art Projects & 75 Independent Art pieces

See [Art Catalogue](#).

22 Films

Over 3,050 views of videos online plus many additional views offline at expos (at video players located in the art expos). All Art Projects had a three to six- minute video created on the project. The videos were created over a two year period from hundreds of interviews (pre and post project interviews), the Mastermind team travelled hundreds of miles, with hundreds of hours of film editing. All the films were

done by Mastermind with some film footage contracted to Watershed Production for the Kootenay projects. The 21st film was donated by Mastermind Studio and is a walk-through of the Kamloops Expo and is 12 minutes long. Shaw video also created a 5-minute film.

9 Student Expo Tours

Through the project school program many children were exposed to breastfeeding in a positive environment. Attendance by nine student or teacher groups/schools for tours (about 150 participants):

- At Kelowna Art Gallery 3 high school art teachers
- VISAC in Trail – Grade 8 class from Rossland; Grade 5 and high school class from Trail
- grade 6-7 class from Penticton Indian Band and Westbank First Nation (in-class tours with activities) which were led by the four 4th year UBCO Nursing Students
- university nursing student tour (4 students) at Vertigo Gallery in Vernon
- 2 high school classes (40 students and two teachers) at Mastermind in Kamloops.

15,000 People Community Reach

- **5,800 Attendance at Expos**
- **Over 3,000 at Conferences**
- **Estimated 5,000's reached via Media**
- **1000+ via Social Media**

An estimated 5,800 attended the Expos during the one year that it was on show: 2,000 Kelowna (250 at opening night), 1000 Vernon at two galleries (200 opening night), 500 En'owkin (75 opening night with 35 at the traditional sharing circle), 1000 Trail (60 opening night/storm night!), 500 Williams Lake (85 opening night), 350 Kamloops Mastermind Studio (80 opening night) and 450 Kamloops Art Gallery (125 opening night); note Mastermind Studios was only for one week whereas the other shows were for 1-3 months. These are based on actual head counts for openings and estimates of usual gallery traffic.

Additional Community Events

- Live breastfeeding body painting at the Rotary Art Centre in Kelowna by Doris Steigenberger, Kaleidoscope
- Live dance performance by Pillars of Support dance troupe at Rotary Art Centre in Kelowna
- Live dance Indigenous Breastfeeding Prayer Dance performance by Stan Jack, West Bank First Nation, Rotary Art Centre in Kelowna
- Musical entertainment at Rotary Arts Centre, Kelowna Opening by Stephen and Alex Buck
- Musical entertainment at Vertigo Gallery, Vernon Opening by Manfred Mair, guitarist
- Film Screening of the internationally acclaimed "Milk" in Kelowna.
- Two Live Art Drawing Sessions of breastfeeding mothers: one in Vernon at the Vertigo Gallery with 8 artists and 2 moms through the Vernon Breastfeeding Café and one in Williams Lake at the Station House Gallery with 4 artists and 2 moms.
- La Leche League meeting was hosted at Vertigo Gallery, Mom's Group from Salmon Arm (led by Selina Metcalf) for breastfeeding group photo at Mastermind Studios.
- World Breastfeeding Week Celebrations and Human Milk Drive and Quintessence Latch-on was held at En'owkin Art Expo on October 11, 2017
- 165 Breastfeeding Art Expo T-shirts were produced and distributed to artists and volunteers.

Website and Social Media

www.breastfeedingartexpo.ca

- There was no tracker on the project website.
- <http://breastfeedingartexpo.ca/events/> Posters of past Expos can be accessed.

[Facebook](#)

- 220 followers on Facebook.
- **Over 300 photographs have been posted** on Facebook including PowerPoint presentations for each Expo and photo galleries for special events; these are linked on the project website.

[Instagram](#)

- 32 Instagram posts

[Breastfeeding Art Expo YouTube channel](#)

- 21 videos
- Shaw Video on main website

Feature Media

Viewed by 2,300 as recorded by just two, total estimate over 5,000

- CBC Radio stories relating to the project call for submission for Community Projects (Feb 24, 2015) and Call for Independent Artworks (June 2016). The project was widely promoted through other media and art centres and art organizations during the 2014-2016 time period.
- [Thompson Rivers University article](#); *A Closer Look at Human Milk*; May 30, 2017
- Articles in [Kelowna Capital News](#); *Breastfeeding art expo features community projects*, May 31, 2017 and same article in [Vernon Morning Star](#) online.
- CBC Morning Show interview with Chris Walker and Lisa Ford, Kelowna Breastfeeding Café, featuring Kelowna Opening; 4 minutes; no longer online ; June 2, 2017
- [CBC News article](#), *Artists fight stigma at Breastfeeding Art Expo in Kelowna, B.C.*; June 3, 2017
- Kelowna Castanet, June 2, 2017
- [Vernon Morning Star](#) newspaper article in Life section, *Artists celebrate breastfeeding* by Cara Brady, July 26, 2017
- [Vernon Shaw TV film production](#); 4:03 minutes; September 20, 2017; **over 800 views**
- Shatford Centre Okanagan School of Arts newspaper, [age 5, October 2017
- [Penticton Castanet News article](#), A focus on breastfeeding by Chantelle Deacon; October 2, 2017 and *Moms for Breastfeeding* by Chantelle Deacon, October 11, 2017
- [Castanet Penticton Film Interview](#); *A celebration for breastfeeding* by Chantelle Deacon; 1.55 minutes, October 11, 2017, **over 1,500 views**
- [CBC Kelowna Morning Show](#) interview on Daybreak South with Chris Walker featuring En'owkin Opening CBC interviews; Listen at 40:45-46:40; 5:55 minutes; October 10, 2017
- [Trail Daily Times newspaper article](#); front page; *VISAC; Educating and empowering through art* by Sheri Regnier; January 12, 2018
- Trail EZ Rock Kootenays radio announcements, January and February 2018
- [Williams Lake Tribune newspaper](#); front page; *Breastfeeding Art Expo opens at Station House* by Tara Sprickerhoff; March 8, 2018.
- Many articles in Interior Health wide staff newsletter *In the Loop*, here is [one example](#) from March 27, 2018.
- [Kamloops This Week newspaper](#) (front page); *Breastfeeding Art Expo brings community, breastfeeding and art together* by Dale Bass; March 29, 2018

- Feature story on [Mastermind website](#); *Breastfeeding Art Exposition*, April 4, 2018
- [CFJC News Kamloops Television interview](#) by James Peters; 1:51 minutes; April 10, 2018; & article *Breastfeeding Art Expo stops in Kamloops* by Tanya Cronin; April 10, 2018
- CBC Daybreak Kamloops interview (5 minutes) with Doug Herbert (not online)
- Art Health Network Canada did a [feature](#) on the Expo and included the project in their BC Art and Health Map
- [Featured Grants](#) on Vancouver Foundation website
- [First Nations Health Authority eBlast](#), *En'owkin Breastfeeding Art Expo*, Vancouver, BC, October 22, 2018

Journal Publications

- **Journal of Canadian Food Studies Journal**, Waterloo, ON; May 31, 2018; Peer-reviewed, Special Indigenous Food Issue, a photograph from the Art Expo was featured on the front of the journal;; [En'owkin Centre Breastfeeding Art Expo](#) by Karen Graham (Interior Health & Project Coordinator), Rhonda Camille (Adams Lake First Nation) and Tracey Kim Bonneau (En'owkin Centre); readership of journal not known but expected minimum 500 as it is Canada's foremost food journal.

Conference & Other Presentations

Total attendance of well over 3,000 people:

- **Baby Friendly Initiative National Symposium** poster presentation; Moncton, NB; Sept 21-22, 2017; joint presentation with Lea Geiger, BFI Provincial Coordinator (Lea presented); 200 attendees.
- **International Lactation Consultants Association Conference**, Portland Oregon; July 18-21, 2018; Booth at the show; 800 attendees.
- **Indigenous Health Conference-Walking Together**, Mississauga, ON; May 23-26, 2018; poster presentation jointly with Evening-Star Casimir of Penticton Indian Band; 700 attendees.
- **Dietitians Working in First Nations Communities Gathering**, Vancouver, BC; April 22 and 23, 2018; First Nations Health Authority, 10 minute presentation; 25 attendees.
- **Learning at Intercultural Intersections-International Research Conference**, Thompson Rivers University, Kamloops, BC; March 8, 2017, joint presentation with Dr. Naorwarat Cheeptham and Maureen Smith, BN; 500 attendees.
- **Population Health Showcase – Perinatal, Children & Youth**, Coast Capri Hotel Kelowna; Sept 27, 2017; 15 minute presentation; 50 attendees.
- **Healthy Mothers and Healthy Babies Perinatal Services BC's 3rd Biennial Conference**, Richmond, BC; March 1-2, 2018; poster presentation; 500 attendees.
- **Variety of internal KCR and Interior Health presentations** to Boards, Management and Team Leads. Within IH discussions have been held with senior managers regarding the BFI accreditation process for IH; these discussions are ongoing.
- **Diabetes Canada Professional Section, Thompson-Okanagan Chapter**, Kelowna, BC; Sept 12, 2016, 10 minute presentation; 20 attendees.

Donations of Art throughout Region

- Some of the community projects were split so in total there were 68 pieces (or groupings) for donation (see page 8 and 9).
- 25 art pieces were generously donated by the independent artists to be donated to organizations.

- Donation is in process and all art is expected to be finalized and delivered by the end of December, 2018.

EVALUATION

- See <http://breastfeedingartexpo.ca/final-report/> to view Survey Results (109 Completed Surveys) and the Social Networks Linkages Map. There were extensive positive comments from the 109 Evaluations completed during the year of the travelling Expo.
- In addition a report includes the shorter evaluations filled out on Sticky Notes for the “Join the Conversation Board” as well as comments written in Art Gallery Guest Books.
- Comments were also posted on the project Facebook page.
- Unfortunately, there was a low response rate from teachers, only one teacher completed the survey, and the participants did not fill out the Participant Survey (although they may have completed the Visitor Survey).
- Here are some of the highlights from the Survey.

As a result of the Art Expo:

- 73% became more aware of the importance and benefits of breastfeeding
- 69% felt more supportive of women breastfeeding
- 86% became more motivated to discuss breastfeeding with others
- 88% started to think in new ways about health and art
- Examples of some comments:
 - *Very good. Magnitudes of pieces and mediums; explores so many aspects of theme.*
 - *At first I just thought it was a regular art thing but this is actually revolutionary. The conversations on opening night were so stimulating. As a 72 year old woman the expo taught me an amazing amount of ideas since I breast fed.*
 - *This makes it appear that breast feeding is too easy. And if you can't there is something wrong with you.*
 - *So glad someone recommended it to me enthusiastically. I knew it was happening but word of mouth made me realize I should go & take my class.[teacher comment]*
 - *Should be placed in National galleries.*
 - *Thank you for providing the breast feeding expo. I wish that there was a way to bring to all communities. An amazing project in scope and participation. Congratulations for taking on a topic that can be considered so controversial.*
 - *Art makes change a reality. This expo is so powerful and beautiful. Very important exhibition that shows why breastfeeding is vital for our children's "foundation" and also how art can be used to support important matters.*
 - *I was impressed to see a painting about the feelings of not being able to breastfeed.*

Testimonial

This testimonial illustrates the most significant change that resulted from this project. It related to the Mid Term Change in Action to support the work within Interior Health towards establishing Best Practice breastfeeding policies (BFI Accreditation).

Testimonial by Meggie Ross, Public Health Nurse, Penticton Health Centre, Interior Health, August 10, 2018:

"Over the years, since the Baby Friendly Initiative was first brought to Canada in 1998, there have been many failed attempts to bring this quality improvement program to Interior Health. While most health care providers are passionate about doing the best they can for the childbearing families they care for,

without a framework to guide best practice their breastfeeding support has been vulnerable to inconsistencies, misinformation and devaluation. We can do better, and it has been proven that BFI can guide us on that journey. It is amazing that it took an unconventional approach - the Art Expo - to not only raise the level of conversation about the importance of breastfeeding in the community, but that it captured the attention of senior leadership in IH who have now committed to supporting a community collaboration in Penticton to pursue the BFI designation. It goes to show that art can be transformative when words have failed - maybe because it speaks to the heart and not the head."

Anticipated Results

- The project followed closely the Project Time Line, Key Steps and Person Responsibility outline.
- *More* was achieved than expected!
- Expenses on transport and storage of art and promotion and hosting of Expos were higher than expected. To compensate, here are some examples where expected costs were reduced: a legal consultant (not needed), a curation consultant (curation was led by the Coordinator), school student transport (students came by personal transport or was arranged by the school), and less was spent on evaluation as data inputting was completed by KCR-IH.
- There was excellent participation from nine student/teacher groups (150 participants), although more participation would have been welcomed! Some resistance had been anticipated as it was recognized that breastfeeding would be viewed as controversial; many schools approached said no.

Unanticipated Results

- **Baby Friendly Initiative (BFI) Accreditation**
The most important and unanticipated result was that this Expo *directly* led to approval by senior IH management and Penticton Indian Band management to designate coordination staff and initiate a Pilot Project in Penticton to achieve [Baby-Friendly Initiative](#) (BFI) breastfeeding accreditation. This accreditation ensures hospitals and facilities follow the 10 Steps to Successful Breastfeeding helping to ensure best outcomes for mother and baby. This will be in three locations collaboratively: Penticton Hospital, Penticton Health Centre and Penticton Indian Band. In BC only one hospital is BFI accredited (Women's Hospital in Vancouver). This is the first time in Canada that an Indian Band has jointly collaborated in this process, making this an important initiative nationally. The full accreditation process is expected to take 2-3 years.
- **Ongoing support by Interior Health of Coordinator's Position to continue to collaborate with KCR to continue to pursue Mid and Long-Term Outcomes**
This project also has led to IH supporting the coordinator's position (Karen Graham) to explore other options that will support mothers to breastfeed, and to collaborate further with KCR-Co to apply for additional funding to support this process. This continued direction of the coordinator's position will be maintained for four or more years if funding is achieved.
- **High level of interest from the art community**
It was exciting to have 18 professional artists apply for the community projects (three worked in pairs, in total there were 15 projects), as well as 75 independent artists. Five videography companies applied for the contract and one was selected (Mastermind) to travel and do all the videos for a cohesive look. The Expo resulted in large Opening night and Expo attendance. For example, it was the biggest attendance ever at the Rotary Arts Centre in Kelowna since it opened in 2002.
- **Gallery spaces difficult to secure**
It was a challenge to secure the gallery spaces across the region. In part because it was such a large show; many small galleries had insufficient space. Secondly, many larger galleries are booked years ahead. Thirdly, while the Expo proudly showcased beautiful and professional art it

was considered a “community art” show and many larger galleries do not display community art. However the variety and quality of spaces was outstanding.

- **Enormous task of moving, installing and uninstalling the Expos**

It was not foreseen nor fully understood, the physical work that would be required to manage, move, install and uninstall each of the nine gallery shows, as well as to return the art to storage in the short periods of times between the gallery set ups and take downs. Each time there were up to 145 pieces to hang and some of the pieces were very heavy and/or fragile. Typical set up was 3 full days with 1-2 staff, and 1-2 days to uninstall. Professional movers (Packrat Movers) Michael and James and Jamie coordinator were hired for all moves and were an essential part of the project team as they travelled all across the region and safely handled all the art pieces. Getting skilled volunteers to help in a significant way with the labour tasks of install and uninstall was a challenge, so the work frequently fell squarely on the Coordinator (as part of her work role) and her husband, when available, assisted as a volunteer. For this reason it would not recommend such a large show to another organization without a staff person designated to do physical lifting and organization of moves/curation. Not all artists suitably packaged their art for long-distance truck travel so a lot of repackaging was needed with the early moves to ensure safe keeping of the art. One art piece collapsed under its own weight (at Vernon Art Gallery), and two pieces were damaged, but were repaired to gallery standards.

- **Curation challenges**

The budget included curation assistance, however due to high moving costs this role was mostly taken over by the Coordinator, with assistance from select gallery curators. The Vernon Art Gallery and Kamloops Art Gallery fully set up and took down the art pieces at their shows (a portion of the show). At a few of the other galleries, gallery curators were actively involved in parts of install or uninstall, but at the other galleries there was limited assistance or were “on our own”. The Coordinator took Curation 101, and learnt from the curators who did help, and used this knowledge as she moved forward with the other gallery locations. Every location was different, so there was no cookie cutter pattern for displaying the art.

- **Valuable conference and media opportunities**

The opportunity for extensive conference presentations, articles and media as noted previously was a valuable addition that increased public and professional exposure, regional to international.

- **Evaluation adaptations**

Evaluation was set up by the University of British Columbia, Dr. Mike Evans and a doctoral student, Lindsay Harris, but due to Lindsay’s completion of her doctoral, they were unable to complete the final planned components of the Evaluation. Therefore, the final evaluation were undertaken by administrative staff at IH who inputted data and by KCR Webmaster who graphed the findings. Holy Buhler, Research Department, Interior Health, also helped set up the Social Network Map – Breastfeeding Art Expo Network.

- **Donation of art**

As mentioned, there was strong outside interest to have the Expo in other communities, but this was not feasible and further travel would also have taken additional Coordinator time, and it was important that the project move beyond the Art component of the Expo to now work toward achieving other outcomes. Art was the means, but not fully the end piece. Therefore, a decision was made by the Steering Committee to donate the art. This provided continuity for the project. Donation is ongoing and will be completed by the end of 2018.

- KCR has now incorporated the Kelowna Breastfeeding Café as one of their programs.

Broad Achievements

An important component of the Vancouver Foundation funding was the attainment of broader outcomes, policy change that would change or influence the social system. The window of opportunity

for a change in policy related to breastfeeding accreditation was aligned with this project because the art expo focused attention of the public and IH on the 1) **Problem stream**: helped define the need for increased support for breastfeeding women across IH; 2) **Policy Stream**: it has opened up the conversation of policy options; and 3) **Political stream**: through art, media, and the public interface introduced by the Breastfeeding Art Expo, a receptive political stream has opened.

FUTURE

- Plan for BFI accreditation, as noted above.
- IH is committed to continue a partnership with KCR in the next phase, in the pursuit of funding to achieve mid-term and long-term Outcomes.
- Five Steering Committee members have agreed to move forward to sit on a future Steering Committee as a core group to the next phase of breastfeeding work.
- There are plans to apply for additional funding before the end of 2018 to generate a project plan for a systems change project to help support community-driven breastfeeding success and duration improvements. These initiatives are parallel but outside the formal breastfeeding hospital accreditation (BFI) process.
- Through the art donations to 37 communities, the art lives on!
- The art project also lives on through the www.breastfeedingartexpo.ca website which KCR will maintain for at least the next five years; all the resources are fully assessable on the website.