


Introduction to the BFI Strategy

Presenter: Linda Young, Director Maternal Newborn Child Mental Health, Interprofessional Practice and Organizational Learning



Why Become Baby Friendly??

Healthy Kids Panel Report

- * Start all children on path to health through exclusive breastfeeding
- * Value of BFI to enhancing breastfeeding support in hospital
- * Value of ongoing health care provider support for breastfeeding success

MOHLTC Commitment

- * Providing 24 hour telephone access to expert support to breastfeeding mothers
- * Providing hospitals and community health organizations with training, tools, guidance and resources to help achieve World Health Organization's BFI designation and adopt best practices that meet BFI requirements
- * Providing targeted support for mothers in population groups that have lower rates of breastfeeding

Scope

Currently BFI Designated	Future State
<ul style="list-style-type: none">* 3 hospitals - TEGH, SJ Hamilton, Grand River* 2 Community Health Centres* 11 Public Health Units	<ul style="list-style-type: none">* 106 hospitals* 55 Community Health Centres* 10 Aboriginal Health Access Centres* 25 NP led clinics* 185 Family Health Teams* 2 Birthing Centres* 36 Public Health Units

Current initiative to enhance BFI with focus on first 6 groups

Readiness for Change

- ✓ BFI client education resources on Best Start Resource Centre at Health Nexus website
- ✓ Baby-Friendly Initiative Resource Guide
- ✓ PCMCH Report and addition of BFI to Accreditation standards for hospitals
- ✓ BFI in accountability agreements for Public Health Units
- ✓ Rogers Hixon Ontario Human Donor Milk Bank
- ✓ Mother-Baby dyad care initiative through PCMCH
- ✓ BORN data report on BFI indicators and CQI information
- ✓ CPS Baby-Friendly guidelines and RNAO BPG
- ✓ Collaborative structures and strategies evolving

Identified Barriers/ Opportunities

- * Need for senior leadership support and commitment for changes required to become BFI designated.
- * Lack of clear path and support to navigate BFI journey
- * Costs for staff education for 20 hour course
- * Need for efficient and reliable data collection system for community organizations
- * Timely access to BCC assessors
- * Availability of trained lactation consultants to assist with achieving and maintaining BFI

Goals

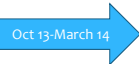
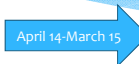

Increase the evidence-based support provided to women who wish to breastfeed by:

- * Increasing the number of hospitals and community health organizations involved in pursuing BFI designation as measured every six months ;
- * Increasing the number of hospitals and community health organizations that have achieved BFI designation or re-designation as measured every six months;
- * Implementing a continuous improvement strategy for BFI designated organizations to ensure the evolution and enhancement of breastfeeding in Ontario

Objectives

- * Establish and lead a collaborative partnership with organizations that have the knowledge, expertise and credibility to collectively support obtaining BFI designation.
- * Develop and implement an effective stakeholder awareness and engagement plan throughout the BFI adoption process.
- * Establish strategies to enhance the development and use of BFI focused patient education materials
- * Coordinate implementation of the recommended 20 hour training/education course for health care professionals who provide direct care and support regarding breastfeeding.
- * Develop a strategy to foster/ drive uptake and adoption of BFI designation.
- * Develop a strategy for monitoring the progress on adoption of BFI.

Strategies and Timeline

 Oct 13- March 14	 April 14- March 15	 April 15- March 16
<ul style="list-style-type: none">* Proposal and budget* MOU TECH with PCMH and BSRC* Think Tank* Steering Committee structure* Baseline data* Awareness strategy* Tool kits and workshop design – BFI Initiation and 20 hour course	<ul style="list-style-type: none">• Begin to offer workshops• Translation of Toolkits• Clearing House• Initiation workshops• 20 Hour Breastfeeding course for trainers• Breastfeeding course for small hospitals• Coaching strategy with monthly webinars• Assessor Workshop• New resources	<ul style="list-style-type: none">• Initiation workshops• 20 Hour Breastfeeding course for trainers• Breastfeeding course for small hospitals• Coaching strategy with monthly webinars



Expected Impact

- * Increased rate for initiation of breastfeeding
- * Increased rate of exclusive breastfeeding at discharge from hospital
- * Decreased non medical supplementation in hospital
- * Increased duration of breastfeeding
- * Increased number of organizations with BFI designation

Ultimately, a positive impact on the health of infants and mothers in Ontario

Working Together

- ✓ Complete the BFI Strategy Implementation Status Report every three months.
- ✓ Read and share the BFI Strategy Newsletter.
- ✓ Participate in webinars and other coaching activities.
- ✓ Join a regional implementation committee
- ✓ Advise on challenges you are experiencing.

Two stylized human figures, one orange and one blue, are shown placing puzzle pieces together on a blue base.



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