

# Using Strategies and Resources to Build Your Organization's Capacity for Implementation of Baby-Friendly Practices

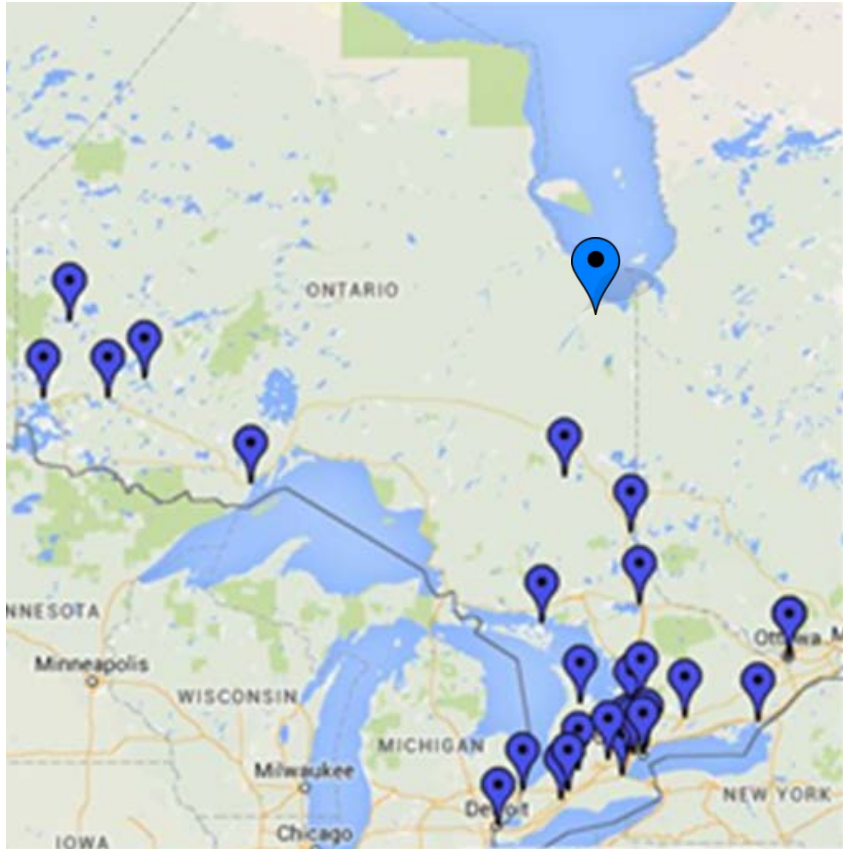
Linda Young and  
the BFI Strategy Team

**BABY-FRIENDLY  
INITIATIVE STRATEGY  
ONTARIO**



by/par health **nexus** santé

# The BFI Strategy Team



The BFI Strategy for Ontario supports hospitals, Community Health Centres, Family Health Teams, Nurse Practitioner-Led Clinics, Aboriginal Health Access Centres, and other organizations across Ontario

*Growing a Baby-Friendly Ontario!*

# Getting to Know You

What do you  
know about  
BFI?



Where are you  
on your BFI  
journey?



What are your  
challenges in  
implementing  
BFI?

# What Is BFI?



# The Baby-Friendly Initiative

Global Strategy to set minimum standards for maternity services to **promote, protect, and support** breastfeeding.



## Guiding Principles

- ✓ Inclusive of all infants regardless of how they are fed
- ✓ Evidence-based and best practice
- ✓ Informed decision making
- ✓ Supports breastfeeding across the continuum of care through consistency and collaboration

# Summary of the BFI 10 Steps and WHO Code Outcome Indicators for Hospitals and Community Health Services

Written infant feeding policy

Education and implementation of infant feeding policy

Prenatal informing of importance and process of breastfeeding

Skin-to-skin contact for at least an hour

Initiate breastfeeding and maintain lactation when separated from baby

Exclusive breastfeeding for the first 6 months and continued to 2 years and beyond

Support 24 hour togetherness of mothers with babies in hospital and at home

Encourage responsive, cue-based feeding

Support breastfeeding without artificial teats or pacifiers

Seamless transition between hospital to community

International Code of Marketing of Breast-milk Substitutes compliance

# **BFI Best Practices**

- ✓ Infant feeding policy
- ✓ Health provider education
- ✓ Prenatal education on infant feeding
- ✓ Uninterrupted skin to skin
- ✓ Initiate breastfeeding and maintain lactation if mother and baby separated
- ✓ Exclusive breastfeeding for first six months
- ✓ 24 hour rooming in
- ✓ Responsive, cue based feeding
- ✓ Breastfeeding without bottles or pacifiers
- ✓ Appropriate use of supplementation
- ✓ Continuity of care post discharge

## **Journey to BFI Designation**

- Multidisciplinary team
- Facility capacity building visit (optional)
- Pre-assessment document review
- Pre-assessment site visit
- External assessment site visit

# Many Paths

- \* Becoming Baby-Friendly
- \* Becoming BFI Designated
- \* Supporting Breastfeeding in the community





# BFI Supports Formula Feeding Families

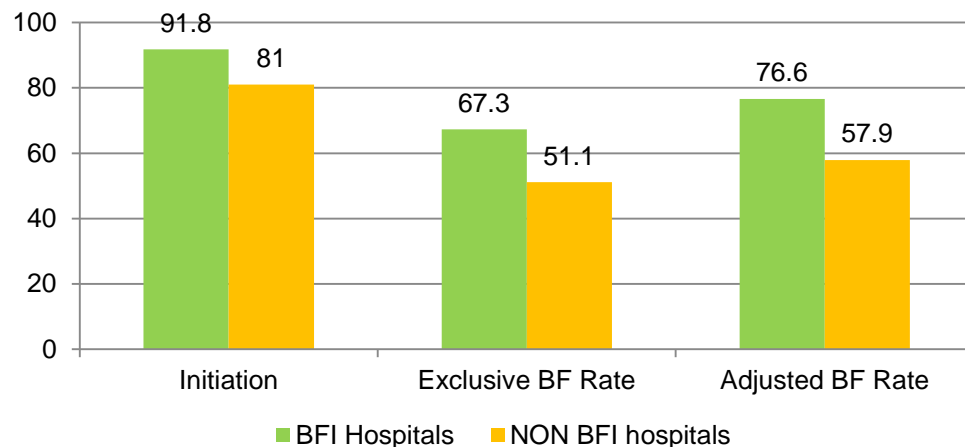
All families benefit from:



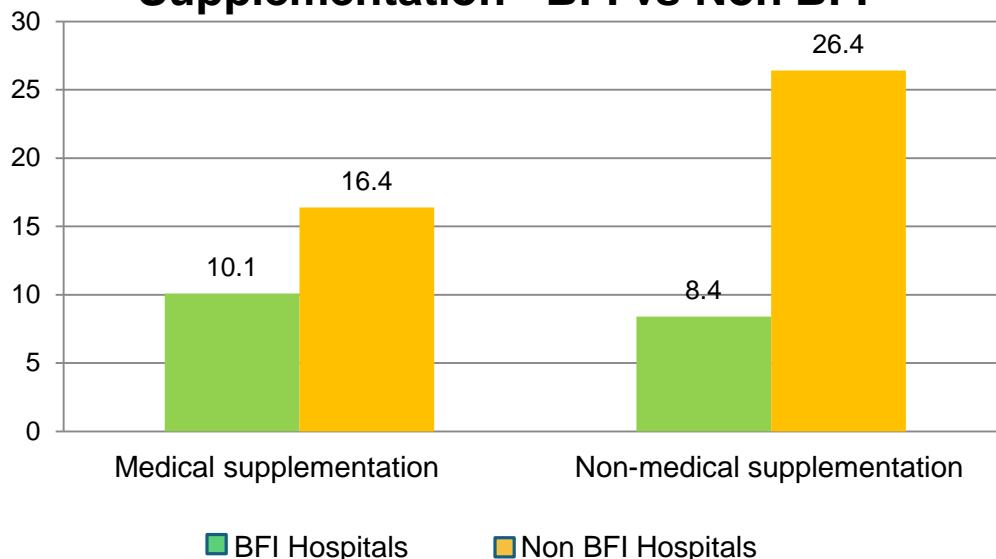
- \* Information to make an informed decision on infant feeding
- \* Skin-to-skin – this is even more important for bottle fed infants and mothers
- \* 24 hour rooming in – Zero Separation
- \* Awareness of responsive, cue based feeding
- \* Consistent messaging from providers
- \* Ethical marketing of breastmilk substitutes

# Does BFI make a difference?

## BFI Indicators – BFI vs Non BFI



## Supplementation - BFI vs Non BFI



Ontario data comparing care at designated vs non designated hospitals clearly demonstrates the value of BFI designation to ensure optimal breastfeeding support for mothers.

n=375,859 births

About 7.5% of births are in BFI designated hospitals

# BFI Implementation in Ontario

Organization	Canada	ON
Hospitals	16	8
Birthing Centres*	7	0
Community Health Services / CLSC	95	30
Native Health Center	1	0
Total	119	38



# BFI Strategy for Ontario

## MOHLTC Commitment (2013)

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



## Goals

- ↑ number of organizations pursuing BFI
- ↑ number of organizations implementing BFI best practices
- ↑ number of organizations achieving BFI designation or re-designation
- CQI strategy for sustainability of designation

## BFI Strategy for Ontario Target/Scope Organizations

- 36 Public Health Units
- 92 Hospitals
- 55 Community Health Centres
- 10 Aboriginal Health Access Centres
- 25 NP-led clinics
- 160+ Family Health Teams
- 3 Birthing Centres
- Midwifery Practices

# Expected Impact of BFI Strategy

- \* 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 reaching BFI implementation milestones
- \* Increased number of organizations achieving BFI designation



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

# BFI STRATEGY for Ontario ROAD MAP

**BABY-FRIENDLY**  
**INITIATIVE STRATEGY**  
**ONTARIO**

## Information & Awareness

1. Understanding Participant Groups
  2. Developing Connections
- Initial Survey
  - Introductory Webinar
  - Conference Presentations
  - Presentations for hospitals
  - Microsite
  - Newsletter
  - Presentations at LHIN tables

## Engagement

1. Understanding the BFI Journey
  2. Getting Started
- BFI Implementation Toolkit & Workshops
  - BFI 101 for health professionals
  - Introduction to BFI Videos
  - Presentations for networks/ LHINs
  - Webinar Series
  - BFI Strategy Coaching
  - 10 Steps Video Stories
  - Clinic/ Office Posters

## Implementation

1. Education and Practice Changes
  2. Creating a BFI Culture
- 20-Hour Course Toolkit & Train the Trainer Workshops
  - 20-Hour Course for small organizations
  - Webinar Series
  - Site Visit Strategy
  - Patient Education Resources
  - BFI Strategy Coaching
  - BFI Clearing House
  - Informed Decision Making Toolkit

## Designation and Sustainability

1. Final Steps to Designation
  2. BFI External Assessment
  3. Practices/Resources to Support Sustainability
- Readiness coaching for document review process
  - Mock assessments by BFI Strategy Team
  - Webinar Series for ongoing expertise
  - BFI Sustainability Toolkit

## Tracking Progress

- Reporting to MOHLTC
- Quarterly surveys on 10 steps milestones and designation process and reports to LHIN and Hospital CEOs
- BORN ON data refinement and hospital reports with peer comparison data and graphs
- Community health service data collection strategy and report development (Nightingale)

## System Building

- Maintaining and extending connections including BCC, BFI ON, RAO, OHA, Physician groups, Midwifery Association, Association of Ontario Health Centres, Association of Family Health Teams of Ontario, Ontario Family Health Management in Public Health Network and others
- Assessor Capacity Building through Annual Workshop; BFI modules for university programs with IPP electives

**GROWING A BABY-FRIENDLY ONTARIO!**





# Resources and Strategies to Support Awareness, Engagement, Implementation and Sustainability

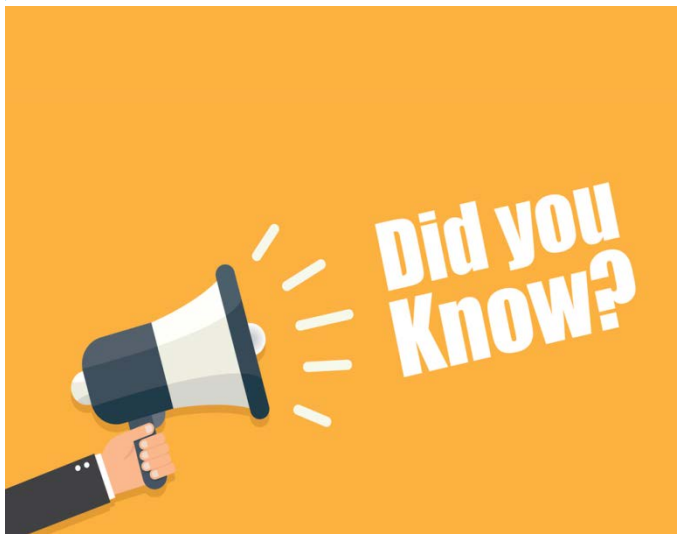


# Plotting Your Journey

Information and Awareness	Engagement	Implementation	Sustainability
<ol style="list-style-type: none"><li>1. Understanding stakeholders</li><li>2. Developing connections</li></ol>	<ol style="list-style-type: none"><li>1. Understanding BFI journey</li><li>2. Getting started</li></ol>	<ol style="list-style-type: none"><li>1. Education and practice changes</li><li>2. Creating a BFI culture</li></ol>	<ol style="list-style-type: none"><li>1. Final steps to designation</li><li>2. BFI external assessment</li><li>3. Practices/ resources to support sustainability</li></ol>



# Awareness



Yolande Lawson

In your organization, what are some ways to make others aware of BFI?

**BREASTFEED ME... IT WILL HELP**



# Mainstream BFI Video

**BRINGING EVIDENCE TO PRACTICE:  
INTRODUCING THE BABY-FRIENDLY INITIATIVE**



**Available on YouTube in English and French**

**English: <https://youtu.be/XeUYYfMZtTs>**

**French: <https://youtu.be/cGCrzkloXBg>**

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# Tips for Use



- \* To be used in presentations with management, health care providers, and community members.
- \* To be used to explain what the Baby-Friendly Initiative (BFI) is and the steps involved in achieving BFI.

# Engagement



Louise Guthro

Growing a Baby-Friendly Ontario!

# BFI Implementation Toolkit



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# Microsite: [www.tehn.ca/bfistrategy](http://www.tehn.ca/bfistrategy)

The screenshot shows the Michael Garron Hospital website. The header includes the hospital logo, navigation links (MGH Foundation, For Our Staff, Health Professionals, Home), and an affiliation with the University of Toronto. A search bar and a 'Contact Us' link are also present. The main navigation bar lists various services. The breadcrumb trail indicates the current location: Home > Programs & Services > Maternal Newborn & Child Health > BFI Strategy. The left sidebar contains a 'Programs & Services' menu with 'Maternal Newborn & Child Health' selected. The main content area is titled 'BFI STRATEGY Growing a Baby-Friendly Ontario!' and includes a description of the BFI Strategy, a list of reasons to become Baby-Friendly, and a list of resources. The 'BFI Strategy' link in the resources list is circled in red.

**MICHAEL GARRON HOSPITAL**  
TORONTO EAST HEALTH NETWORK

MGH Foundation For Our Staff Health Professionals Home

Affiliated with the UNIVERSITY OF TORONTO

Contact Us Search Search

Patients & Visitors Programs & Services Careers Community Volunteer Education & Research About Us

Home > Programs & Services > Maternal Newborn & Child Health > BFI Strategy

**Programs & Services**

- A to Z Listings
- Advance Care Planning
- Bioethics Service
- Cancer
- Clinics - Outpatient
- Complex Continuing Care
- Diagnostic Assessment Units
- Diabetes Care
- Diabetes Education Network (DEC NET)
- Diagnostic Imaging
- Emergency
- Family Practice
- Infection Control
- Laboratory Medicine
- Maternal Newborn & Child Health
- Our Health Care Team
- Our Promise to Families
- Childbirth Choices

**BFI STRATEGY**  
**Growing a Baby-Friendly Ontario!**

**About the Baby-Friendly Initiative Strategy for Ontario**

The Baby-Friendly Initiative (BFI) Strategy for Ontario is one area of investment by the Ministry of Health and Long-Term Care to enhance breastfeeding in Ontario. The BFI Strategy will provide hospitals and community health organizations with training, tools, guidance, and educational resources to help achieve World Health Organization's BFI designation and adopt best practices that meet BFI requirements.

**Why should your organization become Baby-Friendly?**

The BFI not only supports and promotes exclusive breastfeeding, but also skin-to-skin contact within the first hour of birth. In fact, the evidence strongly suggests that these activities will help to protect newborn infants from infectious diseases and promotes optimal growth, health and development.

Health care agencies that adopt Baby-Friendly practices will observe:

- Increased rate for
  - Child Development Centre
  - Baby Friendly at MGH
  - BFI Strategy**
  - Upcoming BFI Strategy Webinars and Workshops
  - Archived Webinars**
  - BFI Strategy Tools and Supports
  - BFI 20-Hour Course - Updated Files Jan 2018
  - BFI Informed Decision Making Workshop & FAQs
  - BFI Implementation Status Report Tool
  - Request BFI Support
  - Suggestions and Feedback



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**Engaging Senior Leadership to Support BFI**  
*Help please!*

Linda Young  
Director, Director Maternal Newborn Child Mental Health,  
Interprofessional Practice and Organizational Learning, and Lead for the BFI Strategy

**BABY-FRIENDLY INITIATIVE STRATEGY ONTARIO**

**Formula Decanting How & Why?**

Slides from June Hot Topic Webinar:  
Engaging Senior Leadership to Support BFI - Help

Slides from September Hot Topic Webinar:  
Formula Decanting How & Why? Presented by S



# Archived Webinars



Picture by Dumas, Gatineau, Quebec, with permission

## Safe skin-to-skin and rooming-in: Balancing benefits and risks

Louise Dumas, RN, MSN, PhD

## TELEHEALTH CALLS FOR INFANT FEEDING CONCERNS IN THE FIRST WEEK: WHERE IS REINFORCEMENT NEEDED?

November 29, 2017  
Presenters: Elena Karpouzis  
and  
Joan Rom-Colthoff  
Telehealth Ontario, Specialized  
Breastfeeding Service

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## Community Collaboration: Improving Breastfeeding Rates in Ontario through Community Projects

Hiltrud Dawson, RN, BTEch, IBCLC  
December 14, 2016

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## Strategies to Promote Breastfeeding Exclusivity in a Tertiary Perinatal Centre



October 2017  
Jo Watson  
PhD, Nurse Practitioner, IBCLC  
[jo.watson@sunnybrook.ca](mailto:jo.watson@sunnybrook.ca)

Sunnybrook  
HEALTH SCIENCES CENTRE  
where it matters  
MOST

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# What resources can help you to engage other staff and management at your organization?

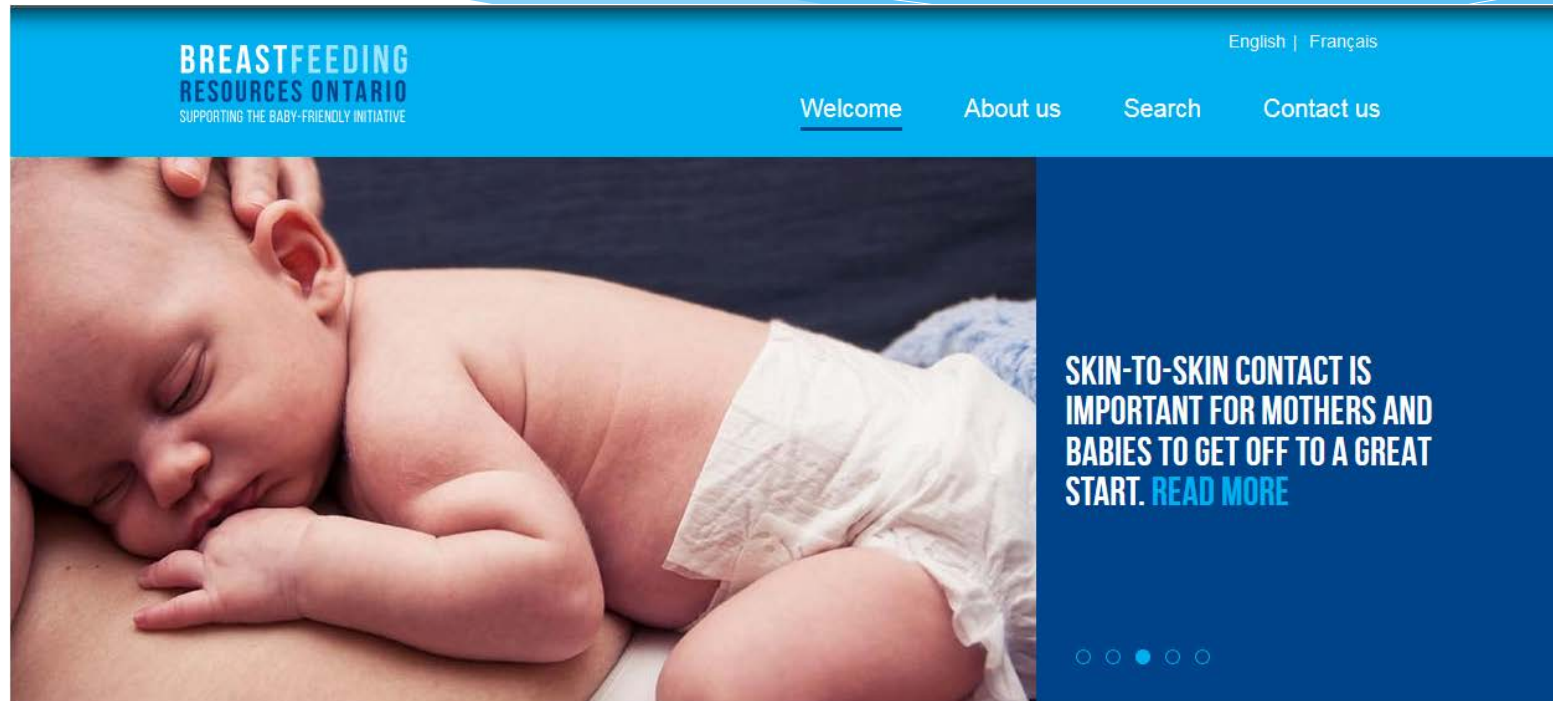


Sonya Boersma

How can we create consistency  
and decrease duplication/ time  
/effort /costs in resource  
development?



# Breastfeeding Resources Ontario



**WELCOME!**

**[www.breastfeedingresourcesontario.ca](http://www.breastfeedingresourcesontario.ca)**

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How are you providing  
consistent, evidence-based  
information to families regarding  
the use of formula?



# Infant Formula Resource



PDF available in 18 languages  
Order print in English & French

# Tips for Use



- \* To guide families with IDM regarding infant feeding.
- \* To be used as a teaching resource for health care providers to discuss with families.
- \* To be used for individual discussion with parents.
- \* To be used in a clinical setting or in the family's home.

# Break



# Activity



Pour the amount of formula for one feeding into a sterilized bottle.

Team



# Implementation



Louise

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What resources have helped you with implementing BFI?



# Video Story Series: 11 Videos

**BABY-FRIENDLY INITIATIVE**



**VIDEO STORY SERIES**

## **STEP 10**

**SEAMLESS TRANSITIONS  
FOR FAMILIES BETWEEN  
SERVICES**



# Tips for use



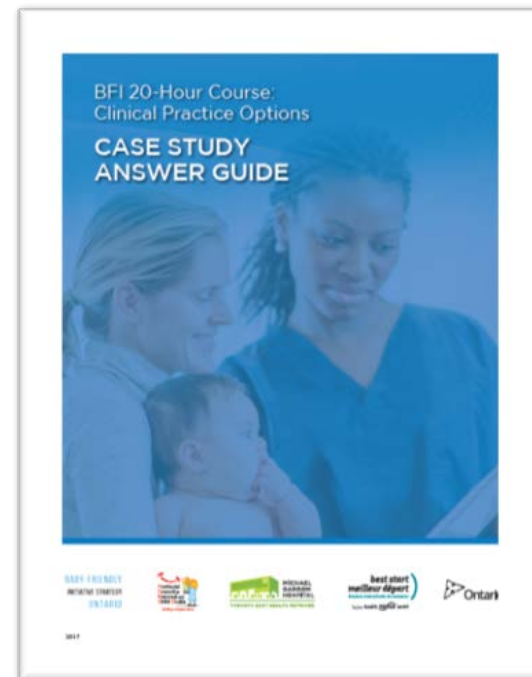
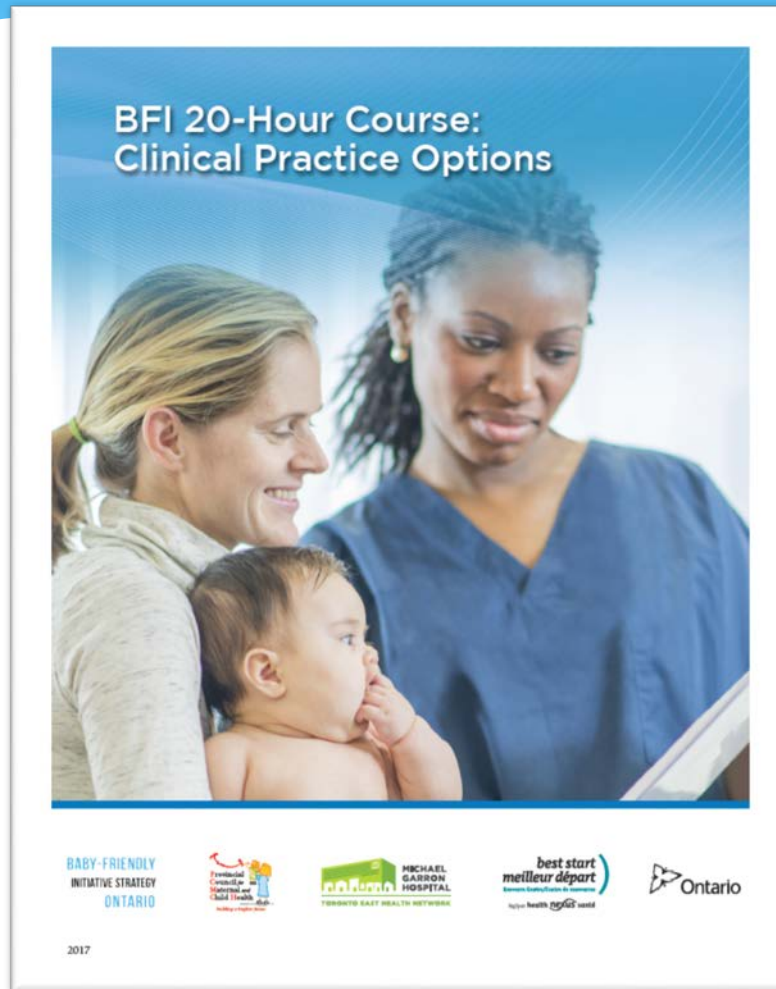
- \* Develop awareness and understanding of each of the *BFI 10 Steps and Who Code Outcome Indicators*.
- \* Motivate and create opportunity for discussion on BFI planning and implementation.
- \* Gather creative strategies to overcome challenges.
- \* Educate different groups (leadership, management, and frontline staff).
- \* Learn how to support the non-breastfeeding mother.

How can you ensure staff is knowledgeable, and has practical experience?  
What if staff is missing core competencies?



Sonya

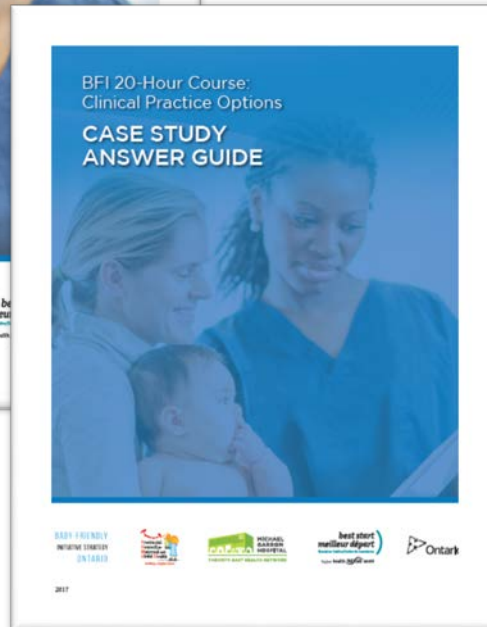
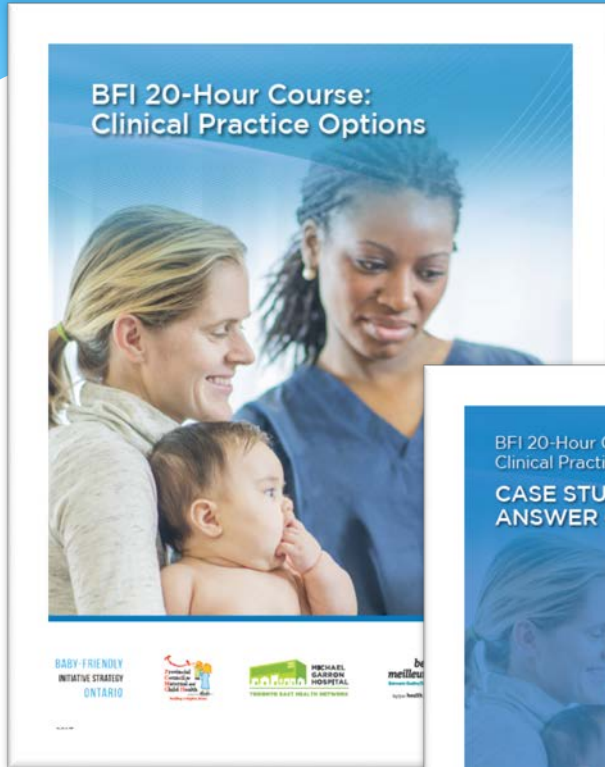
# Clinical Practice Options



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# Tips for Use



- \* Designed to assist with clinical practice (Module 5) when clinical placements are difficult to achieve in some communities.
- \* Provides information for:
  - \* Breastfeeding mentors.
  - \* Managers.
  - \* Learners.
- \* Case studies help learners achieve core competencies.

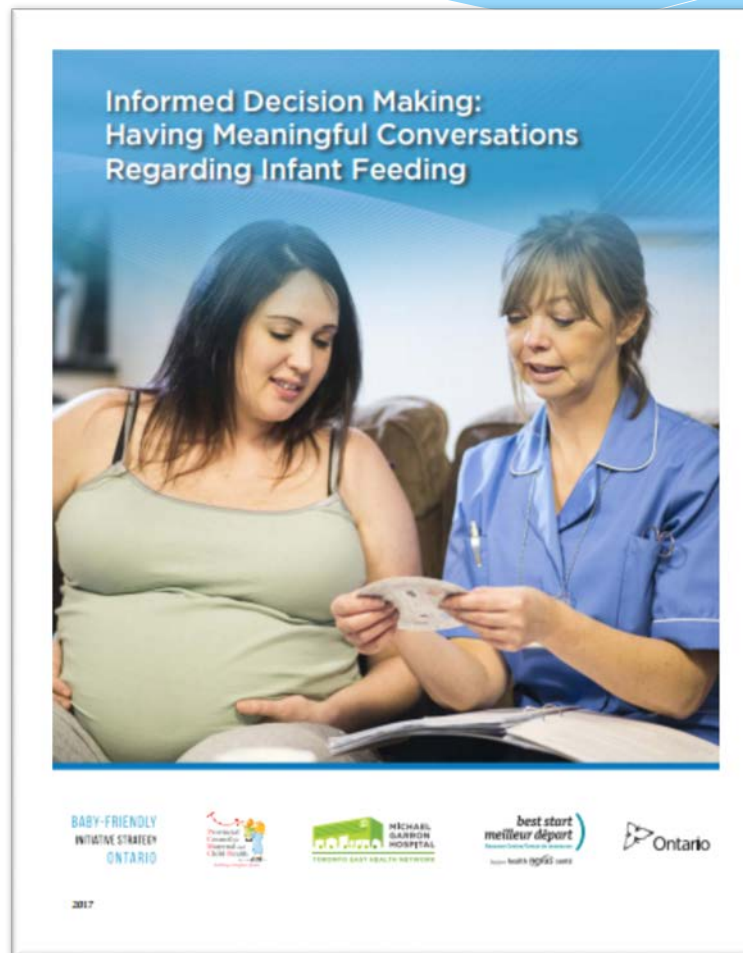
# How can you support all families with their infant-feeding decisions?



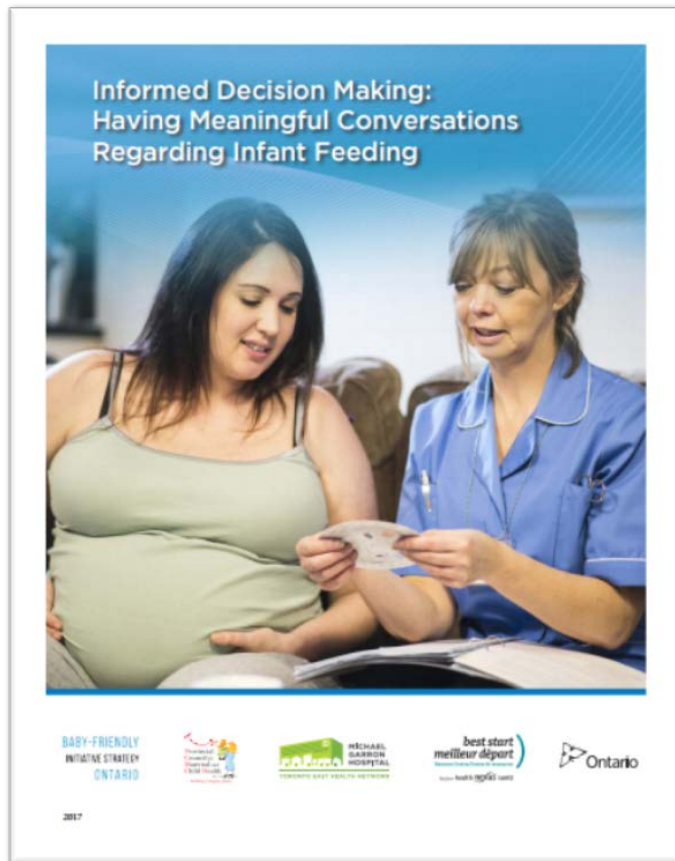
Catharine Lowes



# Informed Decision Making Toolkit



# Tips for use



- \* To help health care providers learn how to have an informed decision making conversation.
- \* To support mothers in whatever they feel is best for themselves and their baby.
- \* To learn language for an IDM conversation.

# What are some strategies to ensure BFI sustainability?



Louise

# Organizational Coaching

## North Wellington Health Care achieves prominent designation

Palmerston, Mount Forest hospitals awarded Baby-Friendly Initiative

NEWS Dec 08, 2017 by [Dan McNee](#)  Minto Express



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# Sustainability Tool

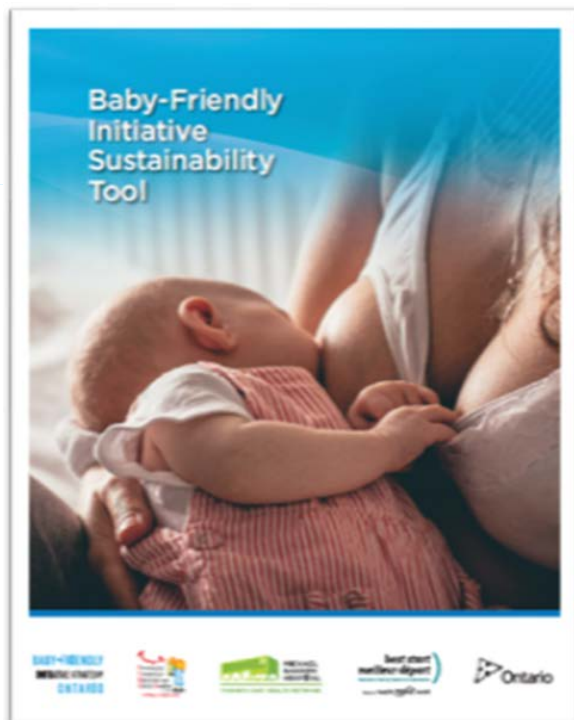


Hiltrud Dawson

**Available for download in English and French  
at [www.bfistrategy@tehn.ca](mailto:www.bfistrategy@tehn.ca)**

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# Tips for Use



- \* To support health care organizations to sustain their Baby-Friendly Initiative (BFI) progress.
- \* To help BFI designated organizations maintain best practice standards and reduce their work when they re-designated every 5 years.



Are there other resources that  
would be helpful to you in your  
BFI journey?



# In Development: Infant Feeding Protocols

Stay tuned for revision & updates to TPH Protocols

Highlights:

- Rigorous methodology
- Highest available evidence
- Literature appraised
- Extensively peer reviewed

Revising in “chunks” – 7 are in progress





# In Development: Crib Card

Stay tuned: Adaptation of a crib card as in-hospital teaching tool (from SMDHU)

## Highlights:

- Foldable crib card with 6 sections
- Including
  - Skin-to-skin
  - Feeding cues
  - BF magnet
  - Hand expression
  - Local resources
- Will be piloted with three hospitals following ethics approval.



# Start with a Vision

- \* What will the outcome look like if you implement BFI?
- \* How will your unit or organization be different?
- \* How will the patient and family experience be different?
- \* What will this mean for your client satisfaction ratings and other quality indicators?

# Imagine communities where...

- \* Prenatal breastfeeding classes readily available at the hospital, in the community and on line.
- \* Strong networks for BF support...peer to peer, follow-up and identified “go to” experts for challenging situations.
- \* Women comfortable breastfeeding in public spaces and businesses in full support.
- \* BORN Reports show steady improvement in breastfeeding rates for initiation and months after discharge.
- \* Organizations achieving recognition or designation for BFI.

# Questions?



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**Feedback? Questions?  
Visit our Microsite  
[www.tehn.ca/bfistrategy](http://www.tehn.ca/bfistrategy)**

**Thank you!**



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