

Baby-Friendly Initiative

Thrive! supports the Baby-Friendly designation at hospitals and community health facilities



Breastfeeding Committee for Canada
Comité canadien pour l'allaitement

The National Authority for the Baby-Friendly Initiative
Le Comité canadien pour l'allaitement est l'organisme national responsable pour l'Initiative des amis des bébés

*Vision:
Breastfeeding is the cultural norm for infant feeding in Canada
L'allaitement maternel est la norme culturelle pour l'alimentation du nourrisson au Canada*

PREPARING TO SAIL

Gather your crew

- . multidisciplinary team inclusive of Administrators, staff and community members

Select a captain

- . contact person to work with provincial Baby-Friendly Initiative (BFI) Coordinator

Study your maps

- . perform a self-assessment using the Breastfeeding Committee of Canada BFI Indicators

Chart your course

- . develop your work plan to achieve the BFI Indicators and the WHO Code

Open communication channels

- . plan communications for those within your organization and those outside your organization to keep them informed

Prepare for the weather

- . know your breastfeeding rates and report them

Apply for a Certificate of Participation and set sail

SAILING THE SEAS

Assign crew duties

- . meet as a committee on a regular basis and keep the work plan moving forward

Keep communication channels clear

- . engage and educate administrators, staff and community members regarding Baby Friendly Initiative (BFI), importance of breastfeeding and the WHO Code

Monitor the weather

- . study your initiation, exclusivity and duration rates

Navigate your course and refer to your maps

- . review and update your action plan and BFI Indicators regularly

View from the crow's nest

- . host capacity building site visits from provincial BFI Coordinator and Breastfeeding Committee of Canada

Renew your Certificate of Participation

PREPARING FOR SAFE HARBOUR

Submit documents

- . submit materials to Breastfeeding Committee of Canada (BCC) for document review

View from the crow's nest

- . host a pre-assessment site visit with BCC

Gather all hands on deck

- . host an external site visit with BCC

Receive your Baby-Friendly designation

designating maternity services
evidence informed process
quality improvement
hospital and community health
working together best practice
minimum standards all mothers and babies journey
improving health

