

# GROWING A BABY-FRIENDLY ONTARIO WITH FAMILY HEALTH TEAMS

## WHAT IS THE BABY-FRIENDLY INITIATIVE?

- An evidence-based model based on The World Health Organization Ten Steps to Successful Breastfeeding & WHO/UNICEF International Code of Marketing of Breastmilk Substitutes
- Outlines practice standards and policies that enhance the successful initiation & duration of breastfeeding
- Seeks to protect breastfeeding by ensuring that industry marketing of breastmilk substitutes meets ethics standards.



## SUPPORTING CHANGE: THE BFI STRATEGY FOR ONTARIO

With funding from the Ministry of Health and Long-Term Care (MOHLTC), Toronto East General Hospital is leading a partnership that will provide:

- Training,
- Tools,
- Guidance, and
- Educational resources

to help Ontario healthcare organizations achieve the WHO BFI designation.

## PROJECT GOALS

- Increase the number of hospitals and community health services pursuing BFI designation.
- Increase the number of hospitals and community health organizations that have achieved BFI designation or de-designation
- Implement a continuous improvement strategy for BFI designated organizations to ensure the evolution and enhancement of breastfeeding in Ontario.

## 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.**

## SCOPE

= supporting **370+** organizations!

<b>92</b> Hospitals	<b>25</b> NP-led Clinics
<b>75</b> Community Health Centres	<b>170+</b> Family Health Teams
<b>10</b> Aboriginal Health Access Centres	<b>3</b> Birth Centres

## SUPPORTING FAMILY HEALTH TEAMS

### BFI IMPLEMENTATION TOOLKIT

- An overview of the BFI journey, from getting started to designation and sustainability.
- **Free** to all Ontario Family Health Teams and other community health services.
- Contains tools and templates so that you do not have to reinvent the wheel!

### WORKSHOPS

- BFI Implementation Workshop is a **free** 1-day workshop that will walk you through the toolkit.
- BFI 20-Hour Course Train-the-Trainer is a **free** 2-day workshop that will prepare you to deliver the 20-Hour course.
- Available across the province, check the BFI Strategy microsite for upcoming dates.

### COACHING

- One-on-one coaching to help you overcome challenges.
- Newsletter.
- Webinars.
- Ongoing support and mentorship.
- Peer support with BFI-designated healthcare organizations.
- Support request form at [www.tegh.on.ca/bfistrategy](http://www.tegh.on.ca/bfistrategy)

## AUTHORS

Linda Young, Director Maternal Newborn Child Mental Health, Interprofessional Practice and Organizational Learning, Toronto East General Hospital  
 Kristina Niedra, Project Manager, Toronto East General Hospital

