



## National Authority for the Baby-Friendly Initiative (BFI)

### Process of achieving Baby-Friendly designation: Summary

This process applies to Hospitals, Maternity Facilities & Community Health Services. Please also see the BCC document: “Baby-Friendly Initiative Assessment Process and Costs for Hospitals, Maternity Facilities and Community health Services”.

#### 1. Intention to pursue BFI Designation: Establish a Multidisciplinary breastfeeding committee

- Review breastfeeding rates and care practices
- Develop a plan to implement the BCC BFI Integrated Ten Steps Practice Outcome Indicators (BCC Indicators)
- Apply for a free **BCC BFI Participation Certificate** from the applicable Provincial or Territorial (P or T) BFI Committee (renewable after 1 year)

#### 2. Self-Appraisal Process

- Perform a self appraisal using the BCC Indicators and appendices as a checklist
- Recognize the need to improve
- Create an action plan addressing criteria requiring more work
  - Consult the applicable P or T BFI Committee for information and support
  - Arrange a Capacity Building Visit with a lead assessor (optional, facility responsible for the fee)
- Meet the Self Appraisal Standards
- Submit a request to the P/T C for a BFI Pre-Assessment

#### 3. BFI Pre-Assessment

Submit the Pre-Assessment contract and fee to the P or T BFI Committee. The BCC BFI Assessment Committee, with the P or T BFI Committee, assigns a BFI Lead Assessor

- 3.1 Document Review:** Submit copies of the documents requested to the BCC BFI Assessment Committee & the P or T BFI Committee. Lead Assessor submits a written report to the BCC BFI Assessment Committee; Facility and P or T BFI Committee receive copies. When the criteria have been met, a Site Visit is recommended.

<p><b>3.2 BFI Pre-Assessment Site Visit:</b> An intensive, abbreviated evaluation is conducted by the Lead Assessor over 1–2 days Lead Assessor submits a written report to the BCC BFI Assessment Committee; Facility and P or T BFI Committee receive copies. The Facility is responsible for the Lead Assessor honorarium, travel and accommodation costs. Receive a <b>BCC BFI Pre-Assessment Certificate of Completion</b> (valid for 1 year).</p>				
<p><b>3.3 Readiness for BFI External Assessment</b></p> <table border="1"> <tr> <td> <p><b>Meet Pre-Assessment Standards</b> The Lead Assessor recommends application for a BFI External Assessment to the BCC and the P or T BFI Committee.</p> </td> <td style="text-align: center;">or</td> <td> <p><b>Address the Need to Improve Standards</b> Submit an action plan (with time line) addressing the criteria requiring more work, within 90 days of receiving the report. The applicable P or T BFI Committee may be consulted for information and support, and will recommend application for BFI External Assessment when the criteria have been met.</p> </td> </tr> </table>		<p><b>Meet Pre-Assessment Standards</b> The Lead Assessor recommends application for a BFI External Assessment to the BCC and the P or T BFI Committee.</p>	or	<p><b>Address the Need to Improve Standards</b> Submit an action plan (with time line) addressing the criteria requiring more work, within 90 days of receiving the report. The applicable P or T BFI Committee may be consulted for information and support, and will recommend application for BFI External Assessment when the criteria have been met.</p>
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<p><b>4. BFI External Assessment</b> Submit the External Assessment contract and fee to the BCC. An Assessment Team (1 Lead Assessor and 1 –3 Assessors) will visit the site for 2 – 4 days. The Facility is responsible for the Assessment team honoraria, travel and accommodation costs. The BCC BFI Assessment Committee and the BCC review the External Assessment Team's recommendations. External Assessment team meets with Facility management to discuss these recommendations. Lead Assessor submits a written report within 1 month to the BCC BFI Assessment Committee; the Facility and P or T BFI Committee receive copies.</p>		
<p><b>Meet Criteria:</b> Baby Friendly Designation is <b>awarded by the BCC</b>. The BFI Award is presented at a celebration arranged by the Facility. Receive <b>BFI Designation Plaque</b> (valid for 5 years from date of BFI External Assessment)</p>	or	<p><b>Need to Improve:</b> Receive a <b>BCC BFI Certificate of Commitment</b> (valid for 1 year from date of BFI External Assessment). Within 90 days of receiving the External Assessment Report, create and submit an action plan (with time line) addressing the criteria requiring more work to the applicable P or T BFI Committee. P/T BFI Committee may be consulted for information and support. Relevant P or T BFI Committee recommends application for External Assessment to confirm criteria have been met. The Facility is responsible for return visit honoraria and costs for at least one lead assessor.</p>

<p><b>5. Maintaining Baby-Friendly Status &amp; Redesignation</b></p> <p>5.1 <b>Self-monitoring Reports:</b> breastfeeding statistics are reported annually to the P or T BFI Committee</p> <p>5.2 <b>BFI Status Report</b> is sent to the BCC and P or T BFI Committee every 2 years. Reporting format will be provided</p> <p>5.3 <b>Reassessment</b> every 5 years involves a subsequent contract and additional costs to the Facility</p>
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The Breastfeeding Committee for Canada (BCC) BFI Assessment Committee will assume responsibility in a Province or Territory where an individual Provincial or Territorial (P or T) BFI Committee is not yet in place.

In the chart above, BCC refers to the BCC BFI Assessment Committee.