

Baby-Friendly is Expanding in Canada



Photo by Louise Dumas with permission

Invitation to Maternity Hospitals

The Breastfeeding Committee for Canada is leading a national project to increase the number of hospitals with Baby-Friendly designation. A Quality Improvement Learning Collaborative with 25 participating hospitals will be the primary focus. To complete the **Baby-Friendly Application Form** [click here](#) . If you need more information contact Michelle LeDrew BFIProjectDirector@bccbf.com

Benefits of Participation

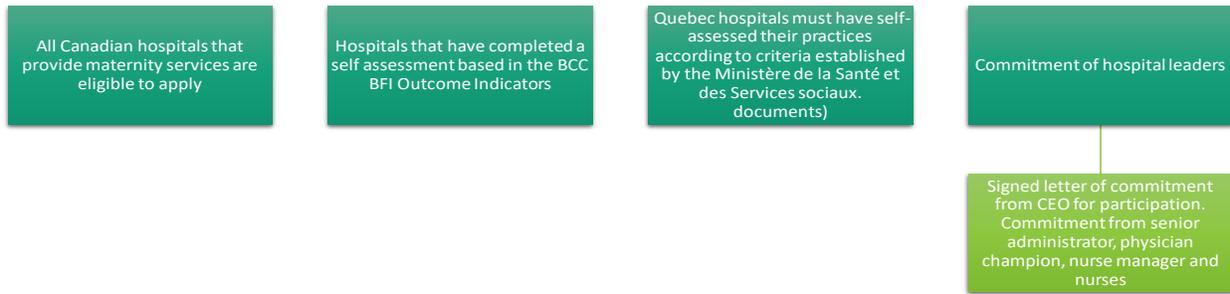
- Teams from participating hospitals across Canada will work together with expert faculty over the course of the 3-year project to make significant organizational change using quality improvement methods and measurement to track progress
- Foundational value of Family-Centred Care and Cultural Safe approach will be embedded throughout the project
- Coaching and technical supports from faculty experts in English supporting:
 - * Three in person workshops
 - * Regular coaching during QI Action phases
 - * Leadership track
 - * Parent partner network
 - * Accommodation is available in French
- Fees for the Baby-Friendly designation will be supported (including Pre-Assessment and External Assessment)
- Contribute to scaling up implementation of BFI across Canada and improve maternal infant health
- Project experience and QI knowledge can be applied to other projects in your organization
- Site visits by BFI Project Director (optional)

A special thank you to the Public Health Agency of Canada for investing \$1.3 million over 5 years in the Baby-Friendly Initiative in Canada.

Removing barriers to breastfeeding and creating supportive environments for mothers who want and are able to breastfeed will help make this choice easier. The Breastfeeding Committee for Canada provides a tremendous amount of expertise and leadership in promoting maternal and child health. Our government looks forward to working with the committee to expand the Baby-Friendly Initiative. Together we can help ensure that mothers across the country have the support, care and information they need to provide their babies with the best possible start in life."

*The Honourable Ginette Petitpas Taylor
Minister of Health*

Hospital Participation Criteria



Hospital Selection Criteria

Preference will be given to following:

- Located in areas with lower breastfeeding rates
- Number of annual births AND/OR
- Serve populations with greater disparities in breastfeeding rates compared to the Canadian average including women impacted by the Social Determinants of Health and Indigenous women

Note: All information and activities will be in English. Accommodation is available in French. To learn more about the Baby-Friendly Initiative visit www.breastfeedingcanada.ca

Cost to participate:

Travel and accommodation for organizational team members to attend 3 in person QI Collaborative workshops

- * Team of 4 (Administrative leader VP/Director, physician leader, BFI lead, Parent Partner)
- * Internal resource support to participate in the QI Collaborative and prepare data for sharing

QI Collaborative Timeline:



“Advocating for breastfeeding as a healthy start for babies and as a larger public health issue is a priority for me and for the Public Health Agency of Canada. Research confirms that exclusive breastfeeding for the first six months of life offers significant benefits and protection. The Baby-Friendly Initiative plays an important role in encouraging and supporting breastfeeding and in strengthening maternal and child health in Canada.”

Dr. Theresa Tam

Chief Public Health Officer of Canada

<https://www.canada.ca/en/public-health/news/2018/10/government-of-canada-investing-in-maternal-and-child-health.html>