



**The Baby-Friendly Initiative Quality Improvement Collaborative Project  
Parent Partner recruitment**

The Breastfeeding Committee for Canada is seeking a Parent Partner to participate in planning, designing and implementing a Quality Improvement Collaborative that will scale up the implementation of the Baby-Friendly Initiative in Canada.

The Parent Partner will join a multi-disciplinary Planning Team and contribute to the detail design and curriculum content of the Quality Improvement Collaborative workshops and action phases. The Parent Partner will be a member of the Expert Faculty and will deliver coaching sessions for hospitals related to engaging parents. The Parent Partner will also assist with developing and supporting a Parent Partner Network with other Parent Partners from participating hospitals. The Parent Partner will share their experience in participating in the project as part of the project evaluation and dissemination of learnings.

**Preferred qualifications:**

- Parent who has given birth at a Canadian hospital in the past three years
- Experience contributing to hospital quality improvement
- Actively engaged as a Parent Partner or Family Leadership Team within a hospital setting
- Knowledge of the [Baby-Friendly Initiative](#)
- Leadership experience supporting a team or project
- Strong written and oral communication skills
- Experience working with Indigenous women and/or women impacted by the Social Determinants of Health (e.g. lower income, lower education)
- Have training or willing to attend training on Cultural Safety

**Term appointment:**

- March 2019-March 2020 (may be renewed for an additional year)

**Commitment of time:**

- 1-2 hours per month up to a maximum of 4 hours per month
- Attendance at face to face workshop(s) (2 days each) in 2019 and 2020

**Compensation:**

- Annual stipend of \$3000
- Travel, hotel accommodation and expenses to attend workshop(s) will be compensated based on the National Joint Council Travel Directive: <http://www.njc-cnm.gc.ca/directive/index.php?vid=10&lang=eng>

**Interested candidates please submit a resume to Michelle LeDrew at [BFIPROjectDirector@bccbfi.com](mailto:BFIPROjectDirector@bccbfi.com) by Feb 22, 2019**

## **Background:**

Breastfeeding is an important, globally-recognized indicator of maternal child health. While most Canadian families initiate breastfeeding (90%), many stop within the first weeks or month, and only a third meet the global target of breastfeeding exclusively to six months. The Baby-Friendly Hospital Initiative (BFHI) was launched by the World Health Organization (WHO) and UNICEF in 1991 and is an evidence based international initiative to protect, promote and support breastfeeding. In efforts to scale up the implementation of BFHI WHO released *Implementation Guidance: Protecting, promoting and supporting Breastfeeding in facilities providing maternity and newborn services -- the revised Baby-friendly Hospital Initiative (WHO, 2018)*. WHO states “the updated guidance aims to coordinate the strategies for integrated people-centred health services and strengthen the quality-improvement aspect already present in BFHI”.

In Canada, the Baby-Friendly Initiative was expanded to encompass the care continuum and includes Hospitals and Community Health Services. Currently, there is a total of 138 facilities designated Baby-Friendly in Canada. Only 22 hospitals have achieved Baby-Friendly designation which is 10% of all maternity hospitals in Canada and is well below the international benchmark of 20%. Canadian breastfeeding rates lag significantly in some regions (lower in the east) and across some socio-economic groups (lower in some Indigenous populations and for populations with lower income or education).

Based on the revised recommendations from WHO the BCC submitted a proposal to the Public Health Agency of Canada and was successful in receiving a five-year project innovation grant. A core deliverable of the project is to host a Quality Improvement Collaborative based on the [Institute for Healthcare Improvement \(IHI\) Collaborative Model of Achieving Breakthrough Improvement](#). Twenty-five participating hospitals across Canada will be assisted on their journey to become a Baby-Friendly designated hospital. The project design was based on the successful work done in the United States which was led by National Initiative Child Healthcare Quality (NICHQ) called [Best Fed Beginnings](#).

A QI Collaborative Planning team and Expert Faculty will plan, design and implement the QI Collaborative. Parent Partners will be engaged to participate in the Planning Team, be a part of the Expert Faculty and will be supported to develop a national Parent Partner Network. In addition, hospitals will be expected to include a Parent Partner within their team participating in the QI Collaborative. We also aim to use a Cultural Safe approach throughout this project and will engage national and international experts including Indigenous leaders.