



Template Letter of Intent for Healthcare Leaders

Healthcare leaders (CEO or delegates) are encouraged to formalize their commitment to achieving Baby-Friendly designation through the Breastfeeding Committee for Canada (BCC). Please complete the template letter below and return to the BCC at contactus@breastfeedingcanada.ca

Your health care facility will be noted on the BCC website as a committed partner aiming to achieve BFI designation.

Please insert your official letterhead

Title First Name Second Name

Institution, Facility

Street

City

Province /Territory

Postal Code

Email

Date _____

**Letter of Intent to Achieve BFI Designation
to the
Breastfeeding Committee for Canada's (BCC) Baby-Friendly Initiative (BFI)**

We, **INSERT FACILITY NAME**, hereby commit to implementing the [BFI 10 Steps and WHO Code Outcome Indicators for Hospitals and Community Health Services](#) and support our hospital/community health service in achieving the shared goal of becoming a Baby-Friendly designated facility.

Our leadership will support our BFI improvement team to:

- Create supportive care environments using the [BFI 10 Steps and WHO Code Outcome Indicators for Hospitals and Community Health Services](#)
- Reduce breastfeeding disparities between populations served and promote exclusive breastfeeding to six months and continued breastfeeding for 2 years and beyond
- Monitor progress toward our goals and report our achievements publicly
- Commit to data collection and quality improvement activities to implement and sustain change ideas
- Seek support from local and national BFI and quality improvement experts
- Celebrate our successes and strive for further improvement

[Insert Facility Name] is fully committed to the promotion of evidence based best practice including maternal newborn healthcare practices which have been shown to increase exclusive breastfeeding. We realize that there will be challenges along the way and are willing to provide leadership, support and the resources required to the interdisciplinary BFI team as they participate fully in this important endeavor.

We understand that important components of the Baby-Friendly designation are policy development, education of the interdisciplinary team, creating a supportive care environment to manage infant feeding challenges, assist with transitioning from hospital to home and upholding the World Health Organization's International Code of Marketing Breastmilk Substitutes and subsequent resolutions. Our leadership strongly supports these key initiatives to elevate the standard of care for mothers and infants in our facility.

We look forward to working with the Breastfeeding Committee for Canada to achieve BFI designation.

Sincerely,

Name and Signature of CEO or delegate

Send signed letter to:
Breastfeeding Committee for Canada Co-Chair
contactus@breastfeedingcanada.ca