



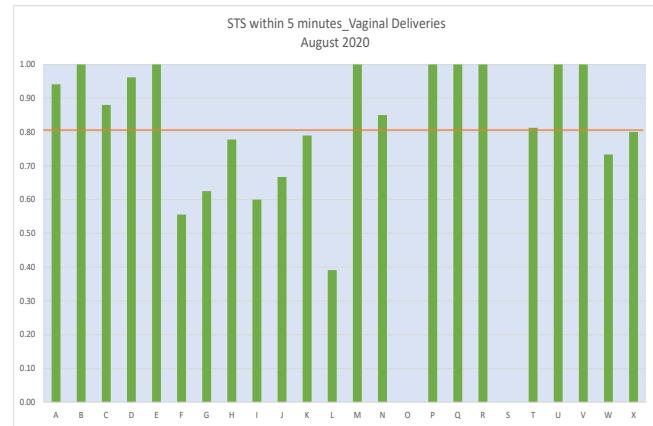
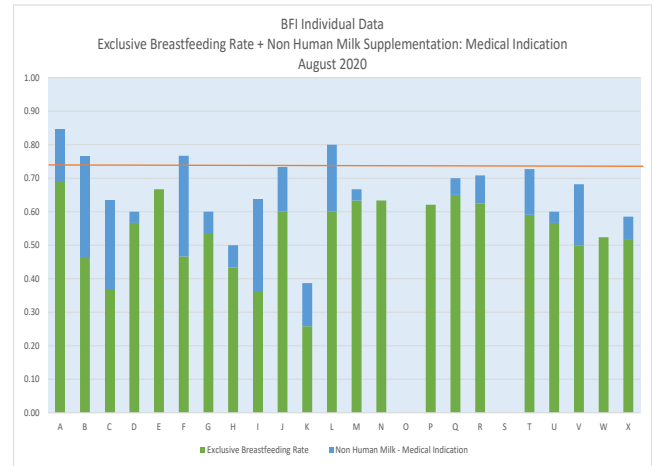
## You deserve a gold star!

The BFI Project Planning team congratulates all BFI teams on the great progress, working towards protecting, promoting and supporting breastfeeding for all families. This fall marks a full year of your engagement with the National Baby-Friendly Initiative Quality Improvement Collaborative Project. We met as a Collaborative in Oakville in September 2019 for an in-person workshop, and since then all have been working together: conducting PDSAs, gathering data, monitoring and developing processes to ensure we work towards achieving the BFI's Ten Steps to Successful Breastfeeding. Meeting for virtual webinars and presentations have helped us all share our learnings as we move along our BFI journey.

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Parent Partner Tracy Hall



## Parent Partners Involvement

Parent Partners share with us that they feel enormously welcome on your BFI teams. They have been encouraged to be involved in all possible areas of your BFI work, from document review and distribution of Patient Surveys to giving presentations on their lived experiences to wider groups of health professionals in your facility. Thank you for valuing the input of our Parent Partners and placing their involvement high on your list of priorities in this work.

## Results are positive!

As a Collaborative, BFI teams have made great strides and advances over the course of this year. The data shows positive trends for most indicators. Many teams are reaching the target of 75% breastfeeding exclusively at discharge and other teams are getting close. Skin-to-Skin rates are particularly strong: both within 5 minutes and for 1 hour after vaginal birth, STS have risen consistently and are now in aggregate at nearly 80 percent (the target for BFI).



## Keep on Improving

Improvement never stops. We recognize we are in unprecedented times dealing with the COVID-19 pandemic; the benefits of breast feeding during a pandemic have been well documented. It is imperative that we continue to maintain and build on the tremendous work your facility has achieved thus far and implement best practices for families. Stay focused on your PDSA cycles, test for change, and celebrate your achievements.

## Congratulations!

One of our BFI Project teams will be doing their final BFI External Assessment in November. Congratulations to them for making it thus far. With continued focus and the support of the BFI collaborative we know all of you will also reach your goals!

## Leadership Track

Leadership commitment to the BFI Project has been tremendous. There has been a 50% rate of turnover of leaders participating in 2020 and this creates challenges, but we are confident that the new leaders and strength of the team will carry the BFI work forward.



*Our Planning Team would like to thank you for being dedicated to the BFI Project and to your BFI journey towards assessment and designation.*

*Michelle LeDrew, BFI Project Director  
Claire Gallant, Parent Partner Co-lead  
Candi Edwards, Parent Partner Co-lead  
Jennifer Ustianov, QI Consultant  
Kathy Venter, BFI Lead Assessor  
Dr. Khalid Aziz, Neonatologist  
Yolande Lawson, Indigenous Health Leader  
Sally Loring, Senior Director, Nova Scotia Health  
Dr. Louise Clément, HSO/Accreditation Canada*