

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

### Process of Achieving Baby-Friendly Designation: Summary

The BCC BFI designation process applies to Hospitals, Birthing Centres & Community Health Services.

Please also see the BCC document: “Baby-Friendly Initiative Assessment Process and Costs for Hospitals, Birthing Centres and Community Health Services”.

#### 1. Intention to pursue BFI Designation: Establish a Multidisciplinary Breastfeeding/BFI Committee.

- Perform a self-assessment using the BCC’s BFI Guideline Checklist.
- Develop a plan to implement the BCC’s BFI Implementation Guideline.
- Review breastfeeding initiation and duration rates.
- Apply for a free **BCC BFI Certificate of Participation** 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 BFI Guideline Checklist and BFI Implementation Guideline.
- Recognize strengths and the need to improve.
  - Create an action plan addressing criteria requiring improvement.
  - 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 BFI Implementation Guideline Standards.
- Submit a request to the BCC Assessment Committee for a BFI Pre-Assessment contract.

### **3. BFI Pre-Assessment**

Submit the Pre-Assessment contract and fee to the BCC.

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 assessors listed in the BFI Pre-Assessment contract. After review, the Lead Assessor submits a written report to the BCC BFI Assessment Committee, the Facility, and P or T BFI Committee. When the criteria have been met, a Site Visit is recommended.

**3.2 BFI Pre-Assessment Site Visit:** An abbreviated evaluation is conducted by the Lead Assessor over 1–2 days.

The Lead Assessor submits a written report to the BCC BFI Assessment Committee, the Facility and P or T BFI Committee. The Facility is responsible for the Lead Assessor honorarium, travel and accommodation costs.

#### **3.3 Readiness for BFI External Assessment**

<b>Meet Pre-Assessment Standards</b>	or	<b>Address the Need to Improve Standards</b>
The Lead Assessor recommends application for a BFI External Assessment to the BCC, the P or T BFI Committee and the facility.		Facility submits an action plan (with time line) addressing the criteria requiring improvement 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.

### **4. BFI External Assessment**

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.

At the end of the External Assessment, the BCC BFI Assessment Committee and the BCC review the External Assessment Team’s recommendations. The External Assessment Team then meets with Facility management to discuss the recommendations.

The Lead Assessor submits a written report within 6 weeks to the BCC BFI Assessment Committee, the Facility and P or T BFI Committee.

**Meet Criteria:**

Baby Friendly Designation is awarded by the BCC.

The national BFI Designation Plaque is presented at a celebration arranged by the Facility.

The **BFI Designation** is valid for 5 years from date of BFI External Assessment.

**or Need to Improve:**

Receive a **BCC BFI Certificate of Commitment** (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 lines) addressing the criteria requiring more work to the applicable P or T BFI Committee. The 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.

**5. Maintaining Baby-Friendly Status & Redesignation**

**5.1 Self-monitoring Reports:** breastfeeding surveillance information and any changes in the provision of service are reported annually to the P or T BFI Committee.

**5.2 BFI Interim Report** is sent to the BCC and P or T BFI Committee every 2 years. Reporting template is available from the BCC.

**5.3 Reassessment** every 5 years involves a subsequent contract and additional costs to the Facility.

The Breastfeeding Committee for Canada (BCC) BFI Assessment Committee will assume responsibility in a Province or Territory when an individual Provincial or Territorial (P or T) BFI Committee is not yet in place.