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Invitation to Maternity Hospitals & Community Health Services

The Breastfeeding Committee for Canada is launching a Coach Mentor Program in 2022 to further sustain the National BFI Quality Improvement Collaborative Project work and spread BFI Implementation to other facilities (hospitals and community health services).

Benefits of Participation

- Participating facilities across Canada will work together with a dedicated coach/mentor and expert faculty to make significant organizational change using quality improvement strategies to track progress
- Foundational values of Family-Centred Care and Cultural Safety will be embedded
- Teams will be supported by a coach/mentor with technical expertise in BFI and quality improvement to implement best practices and prepare for BFI designation
- Reduced fees for the Baby-Friendly designation will be supported
- Contribute to scaling up implementation of BFI across Canada and improve maternal infant health
- Skills and knowledge related to interprofessional teamwork, quality improvement and parent partner engagement can be applied to other projects in your organization
- Teams to self identify if they need coaching and mentoring in French

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.

The [2021 Annual Report for the BFI Project](#) has been posted on the [BCC website](#) along with the previous yearly reports. 25 hospital teams have already demonstrated how to move BFI forward. Join us as we expand and spread the success to other facilities.

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, Former Minister of Health

Scaling up Baby-Friendly in Canada

Maternity Hospitals & Community Health Services Participation Criteria

- All Canadian hospitals and Community Health facilities that provide maternity services are eligible to apply
- Facilities that have completed a self assessment based on the BCC [BFI Implementation Guideline](#) (Quebec facilities confirm they have reviewed applicable Quebec Ministry of Health documents)
- Commitment of facility leaders for participation
- Interprofessional team including Parent Partner(s)
- Assigned facility BFI Lead and data collector(s)

Coach/Mentor will assist facilities with the following:

- Engage and seek support from organizational senior leadership (CEO or delegate) establish a BFI team including parent partner(s)
- Complete facility self-assessment using BFI Implementation Guide line and BFI Checklist
- Assess staff BFI competencies
- Write aim statements and create action plans
- Use PDSA and other QI strategies
- Update chart/documentation tools
- Utilize BCC data collection and reporting tools
- Communicate plans and progress throughout the organization and the public
- Analyze data and plan improvement changes
- Be accountable for their action plans
- Engage physicians and other partners internal and external to the organization

To learn more about the coach and mentoring program and enroll your facility contact BFIProjectDirector@bccbfi.com

“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
Public Health Agency of Canada