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# The Baby-Friendly Initiative

Board of Health

April 2015

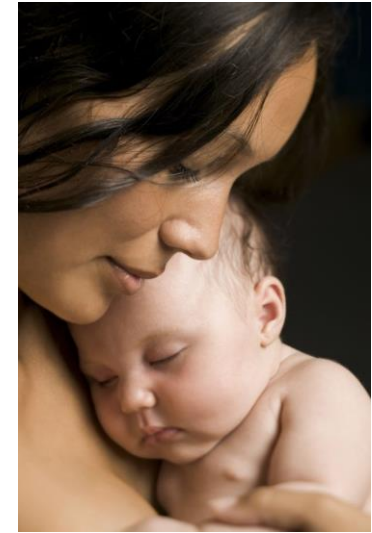
# The Baby-Friendly Initiative

- Promotes, supports, and protects breastfeeding



# The Baby-Friendly Initiative

- A global evidence-based strategy
- Ensures informed infant feeding decisions
- Improves the health and development of **all** infants and children
- Consists of 10 Steps & the WHO Code



# Ministry of Health and Long Term Care

- Baby-Friendly Initiative designation is an Accountability Health Promotion Indicator for Family Health
- Requirements have been set out by the Ministry (preliminary, intermediate, **advanced**, designation)

# Implementation Update

- Began formal designation process (Nov 2013)
- Pre-Assessment Documentation Review (Dec - Jan 2014)
- Pre-Assessment Site Visit (Sept 2014)
- External Assessment (Fall 2015)

# BOH Requirements

- Review and endorse policy revisions
- Complete annual orientation to MLHU BFI policy
- Prepare for final assessment visit prior to designation

# Overview of Policy

- [Baby-Friendly Organization Policy](#)



**Thank you**