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health!

# The Baby-Friendly Initiative Organization Policy

Board of Health  
October 18<sup>th</sup>, 2012

# Breastfeeding

- Breastfeeding promotion and support is an important public health activity
  - Provides optimal nutrition
  - Many benefits to mother, baby, family, and community
  - Risks of not breastfeeding
  - Local data indicates high initiation rate but numbers drop significantly after first few months



# Ministry of Health and Long Term Care

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

# The Baby-Friendly Initiative

- A global, evidence based strategy that supports best practices for improving infant and child health and development through the promotion, protection and support of breastfeeding
- Consists of ‘The 10 Steps to Successful Breastfeeding’ & ‘The WHO Code of Marketing of Breast Milk Substitutes’

# Requirements

## **Baby-Friendly Initiative:**

- Step 1 – Create a breastfeeding policy and communicate it routinely to all staff/volunteers. Post a policy summary & make available in areas where families receive service.

## **Ministry:**

- Develop a written BFI policy
- Have the Board endorse the policy
- Provide a policy orientation to the Board

# Overview of Policy

- [Baby-Friendly Organization Policy](#)

**Thank you**