**Baby Friendly Initiative – Logic Model/Strategic Plan 2012 – 2017 February 2016**

* To increase the number of hospitals and community health services involved in the implementation of the Baby-Friendly Initiative.
* To increase the number of Baby-Friendly Initiative (BFI) designated hospitals and community health services.
* To support Baby-Friendly Initiative designated hospitals and community health services to maintain their Baby-Friendly Initiative designation.

**Goals**

# of hospital and community health care centres supported by BFI Ontario

# of website hits

# of newsletters distributed

# of social media profiles created

# of “likes” or “retweets”

# of resources shared

# of BFI celebration package developed

1- BFI resource team created

* Key informants associated with local, provincial and national breastfeeding coalitions and groups
* BCC P/T Implementation Committee
* BFI in Community Health Services Cttee

**Short-term outputs**

* Enhance foundational systems (fiscal, reporting and planning) • Increase BFI awareness, support and designation • Provide a supportive system for health care providers and administrators in the health care setting • Evaluate the consistency and coordination of providing BFI support
* Hospitals
* Community Health services
* Provincial Ministries
* Recruit membership from diverse professional backgrounds.
* Meet with policy and decision makers.
* Identify and collaborate with other groups to incorporate BFI messages.
* Provincial Strategy Revision / Update & distribution
* Collaborate with OPHA Breastfeeding Promotion Workgroup, RNAO and others.
* Update Ontario BFI Progress Report. (Provincial Strategy)
* Collaborate with the Ministry of Health and Long-Term Care in implementation of their strategic plan.

**Components**

Reorientation Health Services

BFI Steps 1,2,10

Developing Personal Skills

BFI Step 2,4,5,8

Strengthening Community Action

BFI Steps 3,10

Creating Supportive Environments

BFI Steps 2,6,7,9, WHO Code

Building Healthy Policy

BFI Step 1, WHO Code

**Activities**

* Encourage membership & active roles in BFI ON
* Provide opportunities for members to represent BFI Ontario at BFI Celebrations.
* Support BCC with funding from membership bundling.
* Partner with Health Nexus to develop BFI Common Message resource.
* Explore models of education/template.
* Assist with OPHA BF Promotion
* Workgroup resource development.
* Support Community Health Services & Hospital BFI groups
* Website, newsletter & engage in social media.
* Educational opportunities\BFI EXPO 2013, 2015, 2017
* Invite regional coalitions to showcase work.
* Maintain & share resources on members only site.
* Mobilize BFI resource team.
* Develop BFI Celebration package.
* Website - Organize resources in 10 Step format, include BCC definitions & BFI process.
* Host BFI EXPO 2013, 2015, 2017/ Capacity Building Day.
* Participate in Provincial data collection workgroup.
* Share lessons learned from epi perspective to interested families.
* Explore opportunities for BORN data usage for BFI in ON.
* Inform i.e. HBHC issues formalize to review of NCAST resources.

**Outputs**

# of new members

# of returning members

# of political action strategies

# of BFI outreach

# of BFI designated or BFI participates as members

# of funding sent to BCC

# of meetings attended

# of promotional material created

# of BFI events hosted

# of workgroup meetings held

# of recommendations shared related to data collection

# of resources developed

Needs Assessment of the membership

# of meetings attend

# of collaborations with partners and stakeholders

# of documents produced by BFI Ontario

# of documents with BFI Ontario contribution

* Health professional interest groups & organizations
* Health care providers
* Social services & support agencies
* Government agencies & policy makers
* Social science, social services & health faculty staff

For example but not limited to:

* RNs •Physicians
* Pharmacists •Lactation consultants
* Reg’d Dieticians •Doulas
* Media
* Provincial perinatal data collection groups
* Designated facilities & facilities in process of designation
* Epidemiologists within health service sectors

**Target population**

**Long-term outputs**

* Increase membership satisfaction • Enhance BFI Ontario and stakeholder relationships • Standardize data collection • Normalize access to BFI Ontario support • Decrease the incidence of WHO code violations