

The Baby-Friendly Initiative in Ontario

A Historical Look

**This information was presented
at the Breastfeeding Committee for Canada's
National Symposium in September 2017
in the panel discussion highlighting
BFI work across the country**

Presenter

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I have no conflict of interest to declare.

Ontario's BFI Journey

- Journey began with a stakeholder meeting in 2000
- Ontario Breastfeeding Committee was formed
 - Vision and Mission
 - Hospital and CHS representation
 - BFI action plan



Provincial BFI Milestones

- **2003:** First hospital in Ontario became designated
- **2006:** First CHS in Ontario became designated
- **2009:** Provincial Council for Maternal and Child Health (PCMCH) led an expert panel to provide cost-effective recommendations to support the delivery of breastfeeding supports and services with a focus on improving breastfeeding rates
- **2010:** Recommendations for a Provincial Breastfeeding Strategy for Ontario document released

- **2011:** A rep from the Ministry of Health Promotion and Sport was appointed as an OBC member and rep on the BCC P/T committee
- **2011:** BFI designation status became an indicator to measure public health unit performance (Accountability Agreement)
- **2011:** Roger Hixon Ontario Human Milk Bank opened
- **2012:** OBC name was changed to Baby-Friendly Initiative Ontario (BFI Ontario) to be more clearly identified with BFI



Baby-Friendly Initiative Ontario

- **2012:** Better Outcomes Registry and Network (BORN) collaborated with BFI Ontario and incorporated BCC definitions in hospital based data collection
- **2013-2015:** Public Health Ontario Locally Driven Collaborative Project program developed a standardized tool and method for collecting infant feeding surveillance data by Ontario public health units



- **2013:** Healthy Kids Strategy - Government initiative to promote children's health and reduce childhood obesity
 - Telehealth Ontario 24/7 Breastfeeding Support (2014)
 - Training, tools, guidance and resources to help Ontario hospitals and community health care organizations achieve BFI designation
 - Targeted, community-based supports for mothers that have lower rates of breastfeeding

BFI in Ontario Today (2017)

BFI Ontario

Regular membership meetings
Ask An Assessor teleconferences
BFI Expo
Website resources
(www.bfiontario.ca)
Support for facilities
Communication and collaboration
with other stakeholders including
Ministry of Health, BORN, OPHA
etc.

Ontario Ministry of Health

BFI Strategy for Ontario

- Education: toolkits, webinars etc.
- Resources, print materials
- Site visits, coaching
- BFI Implementation Status Report Tool
- Breast pump program for premature babies: announced May 2017; not yet launched

MOHLTC – Accountability Agreement for PHU's - under discussion

BFI Designated Facilities in Ontario (September 2017)

Hospitals

6

Community Health Services

29

Re-designated Facilities

11

