

Baby-Friendly Initiative – Logic Model 2018 – 2020

August 2018

Vision, Mission, and Goals	<p>VISION - Ontario has a Baby-Friendly culture. MISSION - To protect, promote, and support breastfeeding in the province of Ontario through the adoption, implementation and maintenance of the Baby-Friendly Initiative. GOALS – 1) To support the implementation of Baby-Friendly best practices across Ontario; 2) To increase the number of hospitals and community health services involved in the implementation of the Baby-Friendly Initiative (BFI); 3) To increase the number of BFI designated hospitals and community health services; and 4) To support Baby-Friendly Initiative designated hospitals and community health services to maintain their Baby-Friendly Initiative designation.</p>				
Components	Building Healthy Policy BFI Step 1, WHO Code	Creating Supportive Environments BFI Steps 2,6,7,9, WHO Code	Strengthening Community Action BFI Steps 3,10	Developing Personal Skills BFI Step 2,4,5,8	Reorientation of Health Services BFI Steps 1,2,10
Activities	<ul style="list-style-type: none"> •Communication with membership regarding current BCC BFI Outcome Indicators document •Collaborate with key stakeholders (ie. OPHA Breastfeeding Promotion Network, BFI Strategy for Ontario, MOHLTC). •Update BCC on Ontario BFI Progress (eg. Status Report) 	<ul style="list-style-type: none"> •Update and maintain website •Host BFI EXPO 2019 •Inform membership of BFI-related issues •Host quarterly membership meetings •Host Ask An Assessor teleconferences •Develop and implement a Needs Assessment of the membership •Provide funding to BCC as per Agreement 	<ul style="list-style-type: none"> •Support BFIO membership •Update and maintain website •Engage in social media •Participate in BFI designation celebrations •Create and distribute letters of congratulations to newly designated facilities •Promote and track usage of BFIO displays •Maintain & share resources on members-only section of the website. •Share BFI designation successes through social media and website •Share Ask An Assessor minutes with BCC membership 	<ul style="list-style-type: none"> •Encourage membership & active roles in BFI ON •Encourage executive members to represent BFI Ontario at BFI celebrations, conferences, etc. •Encourage membership involvement in BFIO workgroups •Encourage membership involvement in BFIO meetings (eg. Hot Topic presenters) 	<ul style="list-style-type: none"> •Recruit membership from diverse professional backgrounds. •Meet with policy and decision makers. •Identify and collaborate with other groups to incorporate BFI messages. •Participate in advocacy opportunities
Target population	<ul style="list-style-type: none"> •Hospitals / Birthing Centres •Community Health Services •Provincial Ministries •Key stakeholders 	<ul style="list-style-type: none"> •BFIO membership •Designated facilities & facilities in process of designation 	<ul style="list-style-type: none"> •Key informants associated with local, provincial and national breastfeeding coalitions and groups •BCC P/T Implementation Committee •Media •BFIO membership •BCC membership •General public 	<ul style="list-style-type: none"> •BFIO members 	<ul style="list-style-type: none"> •Interest groups & organizations •Health care providers •Social services & support agencies •Government agencies & policy makers •Social science, social services & health faculty staff
Outputs	# of stakeholder meetings attended # of collaborations with partners and stakeholders # of documents produced by BFI Ontario # of documents with BFI Ontario contribution	# of BFI events hosted # of Ask An Assessor events hosted # participants at BFI events # of membership meetings held # of notifications sent to membership (eg. Resources, activities) Needs Assessment of the membership (at least every 3 years) \$ of funding sent to BCC	# of hospital and community health centres supported by BFI Ontario # of website hits # of social media posts created # of social media posts shared # of BFI celebrations attended # of BFI Letters of Congratulations sent # of events where BFIO display attends	# of BFI Ontario members # of workgroups developed (eg. Website, social media, Expo) # of promotional material created (eg. Social media posts, key messages, Expo promotion, Hot Topic tools)	# of new organizations # of new individual members # of advocacy actions (eg. Letters, briefing notes) # of BFI designated facilities in Ontario
Short-term outcomes	<ul style="list-style-type: none"> • Increase BFI awareness, support and designation (eg. Social media) • Provide a supportive network for health care providers and who are pursuing BFI designation • Maintain foundational systems to best support BFIO members (eg. Evaluation & planning) 				
Long-term outcomes	<ul style="list-style-type: none"> • Enhance BFI Ontario and stakeholder relationships (eg. Ministry) • Standardize data collection • Broad implementation of the BFI Indicators within hospital and community health services 				