

The Breastfeeding Committee for Canada's Baby-Friendly Initiative Process

Recogniton Program (Start Here)

- BFI mentoring
- Data collection
- Continuous quality improvement

BFI Redesignation

- Contact BCC and prepare for External Assessment

External Assessment

- Interviews
- Observations

Celebrate your successes throughout the journey!

BFI Maintenance

- Ongoing monitoring and quality improvement
- Reports

BFI Designation

- Valid for 5 years