



RETURN ON INVESTMENT IN BFI



INVESTMENT

Policy updates

Appropriate procurement of infant formula and feeding supplies

Staff education and training

Staff refreshers

BFI practices

Protected time

Commitment to continuous quality improvement

Monitoring and surveillance

BCC fees

RETURN



Current evidence based care

Improved patient satisfaction

Improved breastfeeding rates

Healthier infants

Improved maternal health

Reduced healthcare utilization

Long term healthcare dollar savings



Baby-Friendly Initiative Ontario

References

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Onah NM, Hoy S, Slofstra K. The costs of suboptimal breastfeeding in Ontario, Canada, and potential healthcare resource impacts from improving rates: a pediatric health system costing analysis. Int Breastfeed J. 2025 Feb 22;20(1):9. doi: 10.1186/s13006-025-00702-y. PMID: 39987118; PMCID: PMC11846301.

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