

# **Breastfeeding Committee for Canada (BCC)**

**The National Authority for the WHO/UNICEF Baby-Friendly™ Initiative (BFI)**



**Guidelines for WHO/UNICEF Baby-Friendly™ Initiative (BFI) in Canada**

## **Practice Outcome Indicators for: Baby-Friendly™ Hospitals (The Ten Steps) Baby-Friendly™ Community Health Services (The Seven Points)**

March 24, 2004

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### **GUIDING ASSUMPTIONS**

#### **The Baby-Friendly™ Initiative (BFI)**

- The Baby-Friendly™ Initiative is an international program to improve breastfeeding outcomes for mothers and babies by improving the quality of their care.
- The Canadian Practice Outcomes Indicators for Hospitals (*The Ten Steps*) and Community Health Services (*The Seven Points*) are the guidelines for facilities and assessors to know what outcomes are expected i.e. what constitutes evidence of good practice. The process of changing attitudes and practice is important, not “passing” or “failing” the assessment.
- To support the continuum of care and the need for collaboration, Practice Outcomes Indicators for Hospitals (*The Ten Steps*) and Community Health Services (*The Seven Points*), are included, together with Checklists and Appendices.
- The global assessment tool (as updated to reflect these Canadian Indicators) will uncover adequate evidence of Baby-Friendly™ practice outcomes in the facility being assessed.
- 18 hours of education, including 3 hours of supervised clinical instruction, is recommended, not required, if all practice outcomes are adequate.

#### **Principles of Population Health (Health Canada 2001)**

- Focus on improving the health of an entire population or sub-population.
- Invest upstream in order to address root causes of problems.
- Base decisions on evidence.
- Apply multiple strategies to act on the determinants of health.
- Collaborate across levels and sectors.
- Employ mechanisms to engage citizens.
- Increase accountability for health outcomes.

**In addition**, and complementary to the principles of population health, the Indicators include the Guiding Principles of BFI in CHS

- Informed and shared decision making.
- Promoting and sharing evidence-based and best practice.
- Supporting breastfeeding across the continuum of service through collaboration.
- Working towards empowerment and public participation.

## **The WHO/ UNICEF Baby-Friendly Hospital Initiative**

### **The Ten Steps to Successful Breastfeeding**

Protecting, promoting and supporting breastfeeding: the special role of maternity services. A joint WHO/ UNICEF statement, WHO, Geneva, 1989.

**Every facility providing maternity services and care for newborn infants should:**

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in: allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

## **The 7 Point Plan for the Protection, Promotion and Support of Breastfeeding in Community Health Services.**

Breastfeeding Committee for Canada, 2002, adapted from UNICEF UK BFI, 1999.

1. Have a written breastfeeding policy that is routinely communicated to all staff and volunteers.
2. Train all health professionals in the knowledge and skills necessary to implement the breastfeeding policy.
3. Inform pregnant women and their families about the benefits and management of breastfeeding.
4. Support mothers to establish and maintain exclusive breastfeeding for six months.
5. Encourage sustained breastfeeding beyond six months with appropriate introduction of complementary foods.
6. Provide a welcoming atmosphere for breastfeeding families.
7. Promote collaboration between health care providers, breastfeeding support groups and the local community.

### **BFI in Hospitals and CHS: Overlap**

<b>10 Steps (Hospitals)</b>	<b>7 Points (CHS)</b>
Step 1, 2, 3	Point 1, 2, 3
Step 4, 5, 6, 7, 8, 9	Point 4
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Step 6, 9	Point 6
Step 10	Point 7