

## Baby-Friendly Initiative – B-G-022

### Board of Health Policy

#### 1.0 Policy Statement

The Board of Health for the North Bay Parry Sound District Health Unit (Health Unit) endorses public health work to maintain Baby-Friendly Initiative\* (BFI) designation and planning for re-designation.

*\*The BFI was initiated by the World Health Organization (WHO) and United Nations Children's Fund (UNICEF) as a way to implement best practice for infant feeding by protecting, promoting and supporting breastfeeding.*

#### 2.0 Purpose

The Health Unit received BFI designation in August 2011 and was re-designated in September 2016. This policy will help ensure designation is maintained and the BFI indicators are met ([WI-HU-122](#)).

#### 3.0 Scope / Responsibility

The policy applies to the Board of Health for the Health Unit.

The Board of Health through the Medical Officer of Health/Executive Officer ensures that this policy is implemented.

#### 4.0 Procedure

The Health Unit with the Healthy Families program as lead and Planning and Evaluation as support, maintains BFI designation.

##### 4.1 Board of Health Outcomes

The Ontario Public Health Standards, Healthy Growth and Development Guideline 2018 identify the following Board of Health requirements:

- Collect and analyze relevant data to monitor trends over time, emerging trends, priorities, and health inequities related to healthy growth and development and report and disseminate the data and information.
- Develop and implement a program of public health interventions using a comprehensive health promotion approach to support healthy growth and development in the health unit population.

The Healthy Growth and Development Guideline 2018 indicates that the board of health consider breastfeeding when developing and implementing programs, based on local need.

BFI is a best practice, comprehensive public health initiative that meets the board of health requirements and considerations as outlined in the Ontario Public Health Standards and Guidelines.

## 4.2 Maintenance of Baby-Friendly Initiative Designation

- All employees of the Health Unit will follow Baby-Friendly Initiative – [WI-HU-122](#)
- Annual Baby-Friendly Initiative Status Report submitted to Ministry of Health and Long-Term Care
- Self-monitoring report submitted annually to BFI Ontario
- Interim Report submitted to Breastfeeding Committee of Canada (BCC) every two years (format provided by the BCC)
- The Health Unit identifies Baby-Friendly Initiative priorities for upcoming year
- Annual fee \$250 paid to the Breastfeeding Committee of Canada
- Reassessment every 5 years with costs to the Healthy Families program. Costs include:
  - Contract and fee to BCC for the External Assessment
  - Honorarium, travel and accommodation costs for the Assessment Team (1 Lead Assessor and 1-3 Assessors) to visit the site for 2-4 days.

## 5.0 Records Retention

All records relating to this Policy are retained in accordance with the Records Retention and Management work instruction ([WI-HU-108](#)).

## 6.0 References

### Internal References

- a) North Bay Parry Sound District Health Unit, [Board of Health Bylaws](#)
- b) [Quality Assurance Manual](#) (1999).
- c) Records Retention and Management – [WI-HU-108](#)
- d) Baby-Friendly Initiative – [WI-HU-122](#)
- e) Breastfeeding Friendly Workplace – [WI-HU-107](#)

### External References

- a) *Health Protection and Promotion Act*, R.S.O., 1990, c H.7. [Ontario E-Laws Website](#)
- b) Health Promotion Division Technical Document: 2014 Public Health Funding and Accountability Agreement Indicators, Ministry of Health and Long-Term Care, Health Promotion Division (Current Version)
- c) [Breastfeeding Committee for Canada – Baby-Friendly Initiative Assessment Process and Costs for Hospitals, Maternity Facilities and Community Health Services Summary \(2017\)](#).

d) **Baby-Friendly Initiative Integrated 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services (2017)**

**7.0 Summary of Revisions**

2018-05-18 – Updated the purpose and section 4.0 to reflect the new Ontario Public Health Standards, external reference hyperlink updated.

**8.0 Board Policy Development Details**

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