

# The Baby-Friendly Initiative



The Baby-Friendly Hospital Initiative (BFHI) was initiated by the World Health Organization (WHO) and UNICEF in 1991. In Canada, the BFHI is called the Baby-Friendly Initiative (BFI). The BFI is a globally recognized, evidence-based approach to promote informed decision-making regarding infant feeding, with particular focus on the role of health service providers in protecting, promoting and supporting breastfeeding.

The Baby-Friendly Initiative provides health care professionals with education, knowledge, and skills, to support mothers and families in making educated choices for themselves and their babies.

For those who breastfeed, there are considerable improvements in health outcomes as well as cost savings for families, hospitals, and communities. All this leads to healthier communities for years to come. Therefore, when organizations implement the Baby-Friendly Initiative, there are countless benefits for everyone.

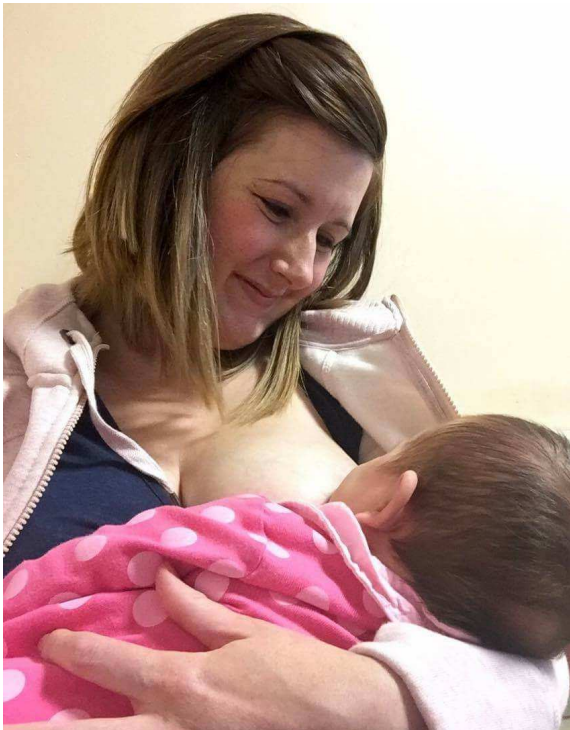
Education and training of employees is one of the largest components in successfully achieving Baby-Friendly designation. Labrador-Grenfell Health employees have embraced the training and are currently enrolled into courses that are appropriate to their roles and assigned area of work. Since May 2014, more than 400 Labrador-Grenfell Health employees have either enrolled, or have completed the appropriate education and or training.



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Many other Baby-Friendly Initiatives are taking place within Labrador-Grenfell Health. Some of the initiatives include creating policies, procedures and programs, providing clinical support, developing clinical assessment tools, raising community awareness,



promoting skin-to-skin, and creating “bonding time” for families. Bonding time provides protected time for new parent(s) to bond, feed and rest with their baby.

The Breastfeeding Committee for Canada (BCC) is the national authority for the Baby-Friendly Initiative. The BCC has adapted the global standards produced by the WHO/UNICEF within the Canadian context, known as the *BFI Integrated 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services*. These steps outline the criteria that hospitals and community health services must implement in order to achieve the Baby-Friendly designation. Labrador-Grenfell Health is

committed to achieving Baby-Friendly designation and has been working diligently to meeting all 10 steps.

For further information about Baby-Friendly Initiatives at Labrador-Grenfell Health, please contact:

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For information on the World Health Organization’s Baby-Friendly Hospital Initiative, go to:  
<http://www.who.int/nutrition/topics/bfhi/en/>