



## Labrador-Grenfell Health

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***For immediate release***

**July 19, 2018**

### **Labrador West Health Centre first facility in Atlantic Canada to receive prestigious Baby-Friendly designation for its accomplishments in implementing best practices for supporting parents and babies**

**(Labrador City, NL)** - Labrador-Grenfell Health is very proud to announce that the Labrador West Health Centre has achieved a prestigious milestone. The Labrador-West Health Center is now officially designated as a Baby-Friendly Hospital. It is the first hospital in Atlantic Canada to receive this globally recognized designation.

Confirmation was received on July 12<sup>th</sup> following an assessment by the Breastfeeding Committee for Canada Baby-Friendly Assessment Team in June. The evaluation verified that the Labrador West Health Centre adheres to all ten steps of successful breastfeeding as outlined by the World Health Organization and UNICEF. During the assessment, observations were completed in all areas of the facility and over 50 interviews with staff, families and community partners were conducted.

"This significant accomplishment speaks to the volume of work that has been completed by staff throughout the Labrador-Grenfell Health region including the Regional Baby-Friendly Working Group along with various partners and individuals," says Vice President and Chief Nursing Officer Donnie Sampson. "Labrador-Grenfell Health has embraced new practices to ensure excellent care is provided to newborns and their families in promoting, protecting and supporting breastfeeding and informed choices about infant feeding."

"We are very excited to receive this validation from the Breastfeeding Committee for Canada," said Regional Director of Inter-Professional Practice, Colleen Rixon. "This achievement is not only a testament to our commitment to improving health outcomes in our region, but it has also confirmed that families feel supported throughout their care."

An official public celebration of this achievement will take place in the upcoming months at the Labrador-West Health Centre, date to be determined.

Labrador-Grenfell Health began its commitment to working towards a Baby-Friendly designation in 2014 and has implemented Baby-Friendly practices since that time.

*Labrador-Grenfell Health announced the award to staff via a Special Bulletin earlier this week. The bulletin is now available on the [Labrador-Grenfell Health website](#) and includes assessment report highlights.*

*Information on the Baby-Friendly Initiative can be found in the Backgrounder below.*

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**Backgrounder**

“The Baby-friendly Hospital Initiative (BFHI) was launched by WHO and UNICEF in 1991, following the Innocenti Declaration of 1990. The initiative is a global effort to implement practices that protect, promote and support breastfeeding.

To help in the implementation of the initiative, different tools and materials were developed, field-tested and provided, including a course for maternity staff, a self-appraisal tool and an external assessment tool. Additional tools were developed afterwards, such as monitoring and reassessment tools. Since its launching BFHI has grown, with more than 152 countries around the world implementing the initiative. The initiative has measurable and proven impact, increasing the likelihood of babies being exclusively breastfed for the first six months.”

Taken from [World Health Organization \(WHO\)](#) and [UNICEF](#) websites.

**Baby-Friendly resources:**

[Breastfeeding Committee for Canada](#)  
[Baby-Friendly NL](#)  
[UNICEF](#)  
[World Health Organization \(WHO\)](#)

# CONGRATULATIONS

Labrador West Health Centre achieves Baby Friendly Designation!



## LABRADOR-GRENFELL HEALTH FIRST BABY FRIENDLY FACILITY IN ATLANTIC CANADA!

The Labrador West Health Centre is the first hospital facility in Atlantic Canada to achieve the designation of being a Baby-Friendly Hospital.

This prestigious designation is a globally recognized award that has been established by World Health Organization (WHO) and UNICEF, and is provided only to hospitals which can demonstrate that they have implemented best practices in supporting parents and babies in making informed choices about infant feeding. This designation is recognized by the National Authority for the Baby-Friendly Initiative and the Breastfeeding Committee for Canada.

### IN THIS BULLETIN

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## A MESSAGE FROM VICE PRESIDENT & CHIEF NURSING OFFICER



I write this note with an overwhelming sense of pride and excitement! Today I have the honour of extending congratulations to the staff at the Labrador West Health Centre (LWHC) for achieving a significant milestone.....we officially received notification that the LWHC is the first facility in Atlantic Canada to be designated as a Baby-Friendly Hospital. This is a momentous milestone that needs to be celebrated and highlighted.

In 2014, Labrador-Grenfell Health made a conscious decision to work toward achieving this goal and we have been committed to implementing evidenced-based Baby-Friendly practices as outlined by the World Health Organization and UNICEF since that time. This significant accomplishment speaks to the volume of work that has been completed by staff throughout the Labrador-Grenfell Health region including the Regional Baby-Friendly Working Group, and various other individuals and partners. Acknowledging and recognizing their work is critical to understanding how we achieved this milestone at the LWHC.

Two assessors from the Baby-Friendly Assessment Committee visited the LWHC June 27-29 to interview, observe and validate that Labrador-Grenfell Health staff at the LWHC were compliant with all 10 steps required to be deserving of this designation. The staff validated that the new practices are embedded in how we provide care to infants and their families, demonstrating a significant cultural shift in how we deliver services. The report highlighted that there were "excellent practices" implemented at the LWHC and that the "hard work" of staff was evident. These were contributing factors in the assessors' decision to award the LWHC this prestigious designation. The report summarizes the assessment, highlights current practices, and outlines exceptional practices and recommendations for the future.

This honour acknowledges the wonderful work our staff do as well as their ability to adapt from the usual way of doing things. Change is never easy, but the staff at the LWHC embraced new practices to ensure excellent care is provided to newborns and their families in promoting, protecting and supporting breast feeding and informed choices about infant feeding. Labrador-Grenfell Health has implemented many new policies and initiatives to support families such as skin to skin, delayed bath, decanting and rooming-in. All of these contribute to building positive family outcomes. Employees at LWHC also proudly display "ask me about breastfeeding" and "tiny tummies" to help brand and exhibit their knowledge and skill to deliver care. "Our Commitment to You" is also proudly displayed in the facility, providing the public with a visible reminder of our commitment.

The LWHC, the Town of Labrador City and the Town of Wabush have demonstrated that building partnerships, developing coalitions and engaging others contributes to transforming how we deliver care and ensures families are supported as they transition from our facilities to their communities and homes.

We look forward to having assessments completed on our other two hospital facilities and having the Labrador-Grenfell Health region as a whole recognized as being Baby-Friendly.

The Baby-Friendly initiative is one of the ways Labrador-Grenfell Health is striving to implement best practices to improve the health outcomes of our population and to achieve our vision of "Health People Living in Healthy Communities".

With pride, admiration and gratitude,

Donnie Sampson  
*Vice President, Chief Nursing Officer*



## LABRADOR-GRENFELL HEALTH PRAISED FOR PROGRESS

Since 2014, Labrador-Grenfell Health employees have engaged in Baby-Friendly initiatives such as education and training; creating policies, procedures and programs, providing clinical support; developing clinical assessment tools and raising community awareness. The 2018 BFI assessors report praised Labrador West Health Centre for its excellence in our commitment to "skin-to-skin" and a seamless transition between services provided in hospital, community, health services and peer program supports. The full report is available on the intranet (Departments/Communications/Labrador-Grenfell Notes/ 2018).

*Colleen Rixon  
Regional Director of Inter-Professional Practice*



*The work of Labrador West Health Centre serves as an inspiration to others working in hospitals and community health services across Canada." - Breastfeeding Committee for Canada*



## ASSESSMENT HIGHLIGHTS

- Engagement of staff in the development of practices to ensure safe outcomes for families displayed notable progress.
- Women and babies under one year who were interviewed were all very appreciative of the new practices.
- Breastfeeding policies are comprehensive.
- All categories of staff are oriented to BFI and its policies.
- Excellent series of public information messages around breastfeeding and supporting informed decision making.
- Step 4 is exceptionally well done and staff are very comfortable and confident with the helpful and positive outcomes during these practices.
- Excellent post-discharge follow-up practice at Labrador West Health Centre
- Step 10 is exceptionally well done. Specifically, The Infant Feeding Assessment Tool.
- All mothers interviewed said they felt well supported throughout the healthcare system.

## 10 STEPS TO BABY-FRIENDLY DESIGNATION

1. Have a written breastfeeding policy that is routinely communicated to staff, health care providers and volunteers.
2. Ensure all staff, health care providers and volunteers have the knowledge and skills necessary to implement the infant feeding policy.
3. Inform pregnant women and their families about the importance and process of breastfeeding.
4. Place babies in uninterrupted skin-to-skin contact with their mothers immediately following birth for at least an hour or until completion of the first feeding or as long as the mother wishes.
5. Assist mothers to breastfeed and maintain lactation should they face challenges including separation from their infants.
6. Support mothers to exclusively breastfeed for the first six months, unless supplements are medically indicated.
7. Facilitate 24-hour rooming-in for all mother-infant dyads
8. Encourage responsive or cue-based breastfeeding.
9. Support mothers to feed and care for their breastfeeding babies without the use of artificial teats or pacifiers.
10. Provide a seamless transition between the services provided by the hospital, community health services and peer support programs.



## BABY-FRIENDLY RESOURCES

- The Baby-Friendly Hospital Initiative - UNICEF Canada
- The Breastfeeding Committee for Canada
- The Baby-Friendly Hospital Initiative - World Health Organization
- Baby-Friendly Newfoundland and Labrador

