

Baby Friendly Initiative in Fraser Health

What's Happening?

The purpose of this KYI is to highlight the ways we are moving forward with the [Baby Friendly Initiative \(BFI\)](#) in Fraser Health (FH) within the context of Population Public Health (PPH) Renewal. BFI goals include improving patient experience and increasing breastfeeding duration rates. FH will ultimately work towards all health units achieving BFI designation starting with the Chilliwack Public Health Unit, as the prototype site.

How This May Affect You?

There will be ongoing development of breastfeeding support within local communities with the goal of cultivating support for women to initiate and sustain breastfeeding for as long as they wish. Therefore, support must be available, within each community, for all mothers, with Public Health supporting the community. This is an important step in working towards BFI designation for your health units.

Health Unit Activities: Who will be initiating these activities?

1. The FHA BFI lead will seek support from the PSBC Provincial Lead, Lea Geiger to ensure all the correct steps for BFI designation are taken.
2. Managers/Supervisors will ensure all PHN's have up to date breastfeeding education
3. Designated staff will assist in developing, implementing and evaluating the BFI prototype based on FH's [Infant Feeding Policy](#)
4. FHA BFI lead will help lead the work required to receive mayoral and city council support at the community level for BFI implementation
5. Managers to conduct an environmental scan to locate community supports, businesses, restaurants, and other agencies to see where support exists, form partnerships and build on strengths. Community run Breast Feeding Cafes and baby groups are great social and peer support groups.
6. All staff to promote FH's free Prenatal Breastfeeding Education classes. By liaising with community partners and GP's as appropriate.
7. Managers/Supervisors to invite community partners to engage in focus groups to determine supports required for individual communities

Keeping You Informed

8. FHA BFI Lead and BFI council to review the 'Buddy up for Breastfeeding' messages and to bring forward any other ideas to consider. E.g. explore the use of text messaging as a means of support
9. FHA BFI lead and BFI Manager to work with FHA Communications to increase awareness of the importance of breastfeeding and human milk for human babies and how to cultivate positive social support to facilitate increased breastfeeding in the community through social media channels.

What can we do next?

There are steps that you can take while we work on the development of the BFI designation template:

1. Form a BFI Committee with multiple stakeholders. Representatives should come from the community as well as FH HCPs. Find breastfeeding champions. Liaise with your hospital
2. Familiarize all PHNs' and committee members with the World Health Organization's Ten Steps to Successful Breastfeeding. Use the Outcome Indicators to identify gaps and strengths
3. Familiarize all PHNs' with FH's Infant Feeding Policy
4. Receive all BFI Practice Council minutes and share information with staff
5. Connect with your local community regarding breastfeeding supports.
6. Connect with local businesses to ensure breast feeding is 'welcome'. Use "FH BF Welcome Here" decal
7. Ensure all volunteers and admin staffs have completed the ancillary? Online education session

Questions?

If you have any further questions or idea's that may help with the future BFI designation of your health unit please contact

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