



The National Authority for the Baby-Friendly Initiative (BFI)

**Baby-Friendly Initiative  
Assessment Process & Costs  
for Hospitals, Maternity Facilities  
and Community Health Services**

The process for a hospital, maternity facility or community health service to achieve Baby-Friendly designation is a journey, the milestones of which are outlined below.

1. Facility establishes a Multidisciplinary Breastfeeding Committee
2. Facility conducts the BFI Self-Appraisal Process using the BCC BFI Ten Steps Practice Outcome Indicators Checklists
3. BFI Pre-Assessment: Document Review and Site Visit
4. BFI External Assessment and Designation
5. Maintaining BFI status: self-monitoring and reassessment

Typically, most hospitals, maternity facilities or community health services (referred to below as the Facility) can expect to spend several years on this journey.

## Canadian BFI Infrastructure

BREASTFEEDING COMMITTEE FOR CANADA (BCC) National Authority for the Baby Friendly Initiative (BFI)	
BCC P/T BFI Implementation Committee (BCC P/T Committee)	BCC BFI Assessment Committee
<p>Each Province or Territory:</p> <ul style="list-style-type: none"> <li>• P or T BFI/ Breastfeeding Committee</li> <li>• BFI Assessment Sub-committee</li> <li>• Provincial or Territorial Authority for the BFI</li> </ul> <p>Nominates 2 members to the BCC P/T BFI Implementation Committee Liaises with the BCC BFI Assessment Committee</p>	
<p>Individual Facilities</p> <ul style="list-style-type: none"> <li>• Liaise with the Province or Territory's BFI Committee</li> </ul>	
<p>* Note: The goal is for each Canadian Province or Territory to establish their own BFI or Breastfeeding Committee, approved by the BCC and recognized by their Provincial or Territorial Government as the BFI Authority for that Province or Territory.</p> <p>Where such a Provincial or Territorial BFI Committee does not yet exist, the BCC BFI Assessment Committee will serve in place of the Province or Territory's BFI Committee. Where the Provincial or Territorial BFI Committee does not have sufficient capacity, the BCC BFI Assessment Committee will serve as a resource to that P or T Committee.</p>	

### 1. Facility: multidisciplinary breastfeeding committee

- Establish a facility multidisciplinary breastfeeding committee, including administrators, personnel and members of the community
- Educate administrators and personnel about the BFI and its value in quality assurance
- Inform members of the community about the BFI and the importance of breastfeeding
- Review breastfeeding initiation and duration rates
- Review practices and develop a work plan to ensure the BFI Indicators are implemented
- Develop a plan to ensure compliance with the International Code of Marketing of Breast-milk Substitutes
- Assign a contact person who will lead communications with the P or T BFI Committee
- Apply to the Provincial or Territorial BFI Committee for a free **BCC BFI Participation Certificate** (renewable after one year)

## 2. Facility BFI Self-Appraisal Process

- Perform a self assessment using the **BCC BFI Integrated Practice Outcome Indicators (BFI Indicators) including the appendices** to assess the degree to which practices are in line with The Ten Steps
- Request a Capacity Building Visit. The BCC assigns a lead assessor to visit the facility to provide guidance. The cost of this one day visit includes travel and an honorarium for the assessor. A Capacity Building Visit is *not* mandatory
- When the criteria have been met, request the P or T BFI Committee to arrange a BFI Pre-Assessment.

## 3. BFI Pre-Assessment: A two part process

The BFI Pre-Assessment consists of a Document Review and a Site Visit. The BFI Pre-Assessment Contract and Guidelines are outlined in point 6 below. The BFI Pre-Assessment is conducted by a BCC certified BFI Lead Assessor, assigned by the BCC BFI Assessment Committee, in collaboration with the P or T BFI Assessment Committee.

- The Assessor
  - has no past or current affiliation with the Facility
  - is assigned with the aim of minimizing travel costs
  - works with a site contact person designated by the Facility to minimize disruptions
- BCC BFI Assessors and Assessor Candidates may participate in the BFI Pre-Assessment as trainees without additional cost to the facility.

### 3.1 BFI Pre- Assessment Document Review

Compile and submit three copies of each of the following documents: one to the BCC BFI Assessment Committee, one to the P or T BFI Committee, and one is retained by the facility.

- **Cover letter** including demographics of facility and population served
- **Self- appraisal**
  - BCC BFI Ten Steps Integrated Outcomes Indicators and Appendices completed as a checklist
- **Written breastfeeding policy**
  - full policy, including the date of implementation, signed by the highest authority of the facility
  - shortened/ posted policy
  - translations (if any)
- **Orientation to the policy:**
  - outline of information provided for orientation of new employees to the breastfeeding policy

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- **Staff education**
  - information provided for orientation of new employees to Baby-Friendly practice
  - a copy of the curriculum or course outline for education provided for all staff who have direct contact with mothers and their babies/children
  - list of all staff who have any contact with mothers, infants and/or children, with the total number of hours of breastfeeding education and how this education has been provided (i.e. independent study, in-service, lactation course, continuing education etc.)
  - schedule for education of new employees that occurs within 6 months of employment.
  - evidence of on-going competency validation
- **Prenatal Education Materials:**
  - a written curriculum for prenatal classes
  - a copy of all the educational materials given to women and their families prenatally
- **Postpartum Education Materials:**
  - a written curriculum for any parenting classes where infant feeding is discussed
  - a copy of all the educational materials given to women and their families regarding infant feeding and related issues (e.g. settling babies, contraception)
- **Data Collection:** Initiation rate, exclusive rate, total rate, any breastfeeding rate,

**BFI Pre-Assessment Document Review Report:** A written report with recommendations and feedback is submitted by the Lead Assessor to the BCC BFI Assessment Committee within six weeks of receipt of the documents. The facility and the relevant P or T BFI Committee will receive a copy of this report.

When the criteria have been met, the Lead Assessor will liaise with the BCC BFI Assessment Committee, to arrange a BFI Pre-Assessment Site Visit.

### **3.2 BFI Pre-Assessment Site Visit is an intensive, abbreviated evaluation and will include**

- one or more days duration, depending on the size of the Facility
- detailed discussions with staff and clients, and observation of practices within the Facility

**BFI Pre-Assessment Site Visit Report:** A written report with recommendations and feedback is submitted by the Lead Assessor to the BCC BFI Assessment

Committee within one month of the site visit. The facility and the relevant P or T BFI Committee will receive a copy of this report.

***BFI Pre-Assessment Certificate of Completion*** is awarded by the P or T BFI Committee on the recommendation of the Lead Assessor after BFI Pre-Assessment Site visit (valid for 1 year)

### **3.3 Readiness for BFI External Assessment:**

- when all the Pre-Assessment criteria have been met, a recommendation for application for the BFI External Assessment is made by the Lead Assessor to the BCC BFI Assessment Committee and the relevant P or T BFI Committee
- where some criteria require additional work:
  - an action plan addressing these criteria (with a time line) is submitted by the Facility to the relevant P or T BFI Committee within 90 days of receipt of the BFI Pre-Assessment report
  - the P or T BFI Committee will provide information and assistance in formulating a plan and making changes to meet the outstanding criteria
  - a recommendation for application for External Assessment is made by the P or T BFI Committee when the changes have been implemented.

## **4. BFI External Assessment Process:**

The External Assessment Contract and Guidelines are outlined in point 6 below.

### **4.1 BFI External Assessment Site Visit includes**

- two to four days duration, depending on facility size
- an extensive assessment of practices and policies, interviews with staff and clients and observations to determine whether the criteria defined in the BCC BFI Ten Steps Integrated Practice Outcome Indicators are being met
- the External Assessment Team consists of a BCC certified BFI Lead Assessor, Assessors and Assessor Candidates, assigned by the BCC BFI Assessment Committee in collaboration with the P or T BFI Committee. Where possible the team will be led by the Lead Assessor responsible for the Pre-Assessment. The total number of assessors will depend on the size of the facility.
  - the Assessors
    - have no past or current affiliation with the Facility
    - are assigned with the aim of minimizing travel costs
- the Facility contact person
  - informs the administrators and staff in advance of the visit that staff and mothers will be randomly assigned for interviews.

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- secures office space for the External Assessment Team
- is available to the External Assessment Team throughout the assessment process
- arranges teleconference facilities so the BFI Assessment Team may report back to and confer with the BCC Board and BFI Assessment Committee on the final day of the BFI External Assessment Site Visit
- upon completion, the External Assessment Team will meet with representatives of the Facility to discuss their findings and the recommendations they will make to the BCC BFI Assessment Committee
- A written report with recommendations and feedback is submitted by the Lead Assessor to the BCC BFI Assessment Committee within one month of the External Assessment. The facility and the relevant P or T BFI Committee will receive a copy of this report.

## 4.2 Baby-Friendly Designation:

- The BCC, in consultation with the relevant P or T BFI Committee, receives the External Assessment Team's recommendations regarding the External Assessment
- Where the Facility meets all the BFI criteria, the ***Baby-Friendly Designation*** is awarded by the BCC. Designation is valid for a 5 year period from the time of External Assessment
- Where some criteria require additional work a ***BCC Baby-Friendly Initiative Certificate of Commitment*** is awarded. This certificate is valid for 1 year from the time of External assessment.

### **A BCC Baby-Friendly Initiative *Certificate of Commitment***

- is a formal recognition of progress made towards BFI designation
- is awarded by the BCC, in conjunction with the relevant P or T BFI Committee, if, after an External Assessment, there is evidence to support some, but not all of the BFI criteria
- is valid for one year. Extensions *may be* granted after discussion with the BCC BFI Assessment Committee
- an action plan addressing these criteria (with a time line) is submitted by the Facility to the relevant P or T BFI Committee within 90 days of receipt of the External Assessment Report
- the P or T BFI Committee will provide information and assistance in formulating a plan and making changes to meet the outstanding criteria
- the P or T BFI Committee recommends a return External Assessment is arranged when the changes have been implemented

### **Designation as a Baby-Friendly Hospital/Maternity Facility**

- is a formal recognition by UNICEF and WHO, and is awarded by the BCC as the national BFI authority (in conjunction with the relevant P or T BFI Committee) recognizing that the BFHI Global Hospital Assessment Criteria for Baby-Friendly Hospitals and the the **BCC BFI Ten Steps Integrated Practice Outcome Indicators** have been met.

### **Designation as a Baby-Friendly Community Health Service**

- is a formal recognition by the BCC that the **BCC BFI Ten Steps Integrated Practice Outcome Indicators** have been met.

## **4.3 Baby-Friendly Designation Celebration**

The Facility

- provides staff with feedback from the External Assessment Report
- liaises with the media to notify the public
- arranges a date for the presentation of the framed BFI award.

## **5. Maintaining Baby-Friendly Status**

Following receipt of the Baby-Friendly designation, self monitoring reports are completed to confirm that the BFI standards continue to be met.

- **Self-monitoring reports:** breastfeeding statistics are reported annually to the relevant P or T BFI Committee
- Every 2 years a **BFI Status Report** is sent to both the BCC and the relevant P or T BFI Committee. A reporting format will be provided
- **Re-Assessment every five years** following receipt of the Baby-Friendly designation, involves a subsequent contract and additional costs to the Facility in order to maintain its Baby-Friendly designation.

## **6. Contract Details and Financial Guidelines**

### **6.1 Pre-Assessment:**

- A BFI Pre-Assessment Contract is signed between the Facility and P/T BFI Committee
  - \$100 administration fee is payable by the Facility to the P or T Committee
- The Lead assessor will visit for 1 or more days, depending on the size of the Facility
- The facility pays the following fees to the BCC prior to the assessment:
  - BFI Pre-Assessment Document Review
    - \$500 fee
  - BFI Pre-Assessment Site Visit

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- \$500 per day honorarium for the Lead Assessor
- \$50 per diem for the Lead Assessor
- Travel and accommodation for the lead assessor are arranged and paid by the Facility directly with travel companies and hotels prior to or at the time of the assessment.

## **6.2 External Assessment:**

- An External Assessment Contract is signed between the Facility and the BCC.
- The facility pays the following fees to the BCC prior to the assessment:
  - \$400 administration fee
  - Honoraria for the assessment team
    - \$500 per day for the Lead assessor
    - \$350 per day for each additional assessor
    - \$50 per diem for each assessor
- Travel and accommodation for the assessment team are arranged and paid by the Facility directly with travel companies and hotels prior to or at the time of the assessment.
  - The External Assessment Team will consist of 3 or more Assessors who will visit for 2 to 4 days, depending on the size of the facility
  - The Facility is responsible for the additional costs (honoraria, travel, accommodation) for at least one Lead Assessor should a return External Assessment visit be required.

## **6.3 Re-Assessment:**

- A Re-Assessment Contract is signed between the Facility and the BCC
- Costs are to be determined and may be as much as an external assessment

The BCC reserves the right to revise the assessment costs as necessary to cover expenses. Revisions will be posted on the BCC website.