

25 WAYS TO SUPPORT THE BFI IN ONTARIO



- Join BFI Ontario
- Champion BFI based practices
- Maintain competency - stay trained and current
- Collaborate across teams and disciplines
- Engage in continuous quality improvement
- Celebrate BFI achievements
- Build local partnerships to connect hospitals and community health services for improved continuity of care

Health Care
Providers

Families

- Join BFI Ontario
- Request evidence based, factual information when making infant feeding decisions
- Ask if health care services are BFI-aligned
- Share positive BFI related stories
- Advocate for breastfeeding-friendly policies in your workplace
- Advocate for breastfeeding-friendly spaces in your community
- Learn about the WHO Code and be aware of aggressive marketing practices
- Encourage and support to new parents in their infant feeding journey



- Integrate BFI principles in community outreach – e.g. include information in newcomer supports
- Offer peer and group support programs – create safe, inclusive spaces for parents to share experiences
- Create breastfeeding-friendly spaces in your community
- Engage local media – share positive stories that normalize and celebrate breastfeeding
- Promote ongoing quality improvement and encourage workplaces, hospitals, and community health services to become BFI-aligned

Community
Leaders

Government

- Embed BFI in health policy
- Support BFI implementation and designation of Ontario hospitals and community health services
- Support/fund evidence informed infant feeding resources and services for families in Ontario
- Advocate for legislation to regulate, monitor, and enforce the Code to protect families from commercial influence of manufacturers of infant formula, bottles and teats
- Advocate for provincial surveillance of breastfeeding initiation, exclusivity and duration

