

# The Breastfeeding Committee for Canada (BCC)

The National Authority for the WHO/UNICEF Baby-Friendly™  
Hospital Initiative (BFHI) in Canada



## Baby-Friendly Initiative Assessment Process & Costs

The **process of achieving Baby-Friendly designation** is a journey, the milestones of which are outlined below. Typically, most facilities can expect to spend several years on this journey.

This process applies to both Hospital/ Maternity Facilities, and Community Health Services (referred to below as the Facility).

**Baby-Friendly** designation is re-assessed every five years.

Note: The goal is for each Canadian Province or Territory to establish a Provincial/ Territorial Baby-Friendly Initiative Committee (P/T BFI Committee) approved by the BCC and recognized by the P/T government as the P/T BFI Authority. Where such a committee does not yet exist or does not have sufficient capacity, the Breastfeeding Committee for Canada (BCC) BFI Assessment Committee will serve in the place of the P/T BFI Committee.

### 1. Establish a multidisciplinary breastfeeding committee

- Include 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 BCC BFI Practice Outcome Indicators for Hospital or Community Health Services are implemented
- Ensure compliance with the International Code of Marketing of Breast-milk Substitutes

- Assign a contact person who will lead communications with the P/ T BFI Committee.
- Apply to the P/T BFI Committee for a free BCC BFI *Certificate of Participation* (renewable after one year)

## 2. Self-Appraisal Process

- Complete the Self-Appraisal Tool and the BCC BFI Practice Outcome Indicators for Hospital or Community Health Services. The Indicator document complements the Self-Appraisal Tool by providing more detailed information
- If the criteria have been met, request the P/T BFI Committee arrange a Pre-Assessment. The P/T BFI Committee may delegate this to their BFI Assessment Sub-Committee.

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

The Pre-Assessment consists of a Document Review and a Site Visit.  
The Pre-Assessment Contract and Guidelines are outlined in point 6 below.

### 3.1 Pre- Assessment Document Review of the following:

1. **Self-appraisal tool:** Completed form and Indicators Checklist
  2. **Written breastfeeding policy:** Full policy, posted policy, any translations
  3. **Outline of orientation to policy and practice**
  4. **Education curricula and schedule** showing individual staff attendance at orientation and education sessions. New staff should be scheduled for education within six months.
  5. **Prenatal Curriculum:** written curriculum, educational handouts
  6. **Written Information:** materials for clients and their families
- Two copies of each of these documents are submitted, one to the BCC BFI Assessment Committee and one to the P/T Committee.
  - A written report is submitted by the Lead Assessor to the Facility, the P/T BFI Committee and the BCC BFI Assessment Committee, with recommendations and feedback within six weeks of receipt of the documents.
  - When the criteria have been met, the Lead Assessor will arrange a Pre-Assessment Site Visit.

### **3.2 Pre-Assessment Site Visit** is an intensive, abbreviated evaluation

- conducted by a BCC certified BFI Lead Assessor, assigned by the BCC BFI Assessment Committee, in collaboration with the P/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 to the staff
- consists of one or more days, depending on the size of the Facility
- includes detailed discussions with staff and clients, and observation of practices within the Facility
- a written report is submitted by the Lead Assessor to the Facility, the P/T BFI Committee and the BCC BFI Assessment Committee, with recommendations and feedback within one month of the site visit

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

- if all the pre-assessment criteria have been met, a recommendation for application for the External Assessment is made by the Lead Assessor to the P/T BFI Committee and the BCC BFI Assessment Committee
- where some criteria require more work:
  - the Lead Assessor will recommend that a BCC BFI *Certificate of Intent* (valid for one year) be awarded to acknowledge the progress made towards Baby-Friendly designation.
  - an action plan addressing these criteria (with a time line) is submitted by the Facility to the P/T BFI Committee within 90 days of receipt of the Pre-Assessment report
  - the P/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/T BFI Committee when the changes have been implemented

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

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

### **4.1 Site Visit**

- usually two to four days
- includes an extensive assessment of practices and policies, interviews with staff and clients and observations to determine whether the criteria defined in the BCC BFI Practice Outcome Indicators are being met
- the External Assessment Team consists of a BCC certified BFI Lead Assessor and Assessors, assigned by the BCC BFI Assessment Committee in collaboration with the P/T BFI Committee. Where possible the team will be lead by the Lead Assessor responsible for the Pre-Assessment.
  - 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.
  - secures office space for the External Assessment Team
  - is available to the External Assessment Team throughout the assessment process
- 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 P/T BFI Committee and BCC BFI Assessment Committee
- the Lead Assessor submits a written report to the Facility, the P/T BFI Committee and the BCC BFI Assessment Committee with recommendations and feedback within one month of the External Assessment

## 4.2 **Baby-Friendly Designation:**

- the BCC, in consultation with the P/T BFI Committee, receives the External Assessment Team's recommendations within one week of the External Assessment
- where the Facility meets all the BFI criteria, the Baby-Friendly designation is awarded. Designation is valid for a 5 year period from the time of External Assessment.
- where some criteria require more 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 P/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
- an action plan addressing these criteria (with a time line) is submitted by the Facility to the P/T BFI Committee within 90 days of receipt of the External Assessment Report
- the P/T BFI Committee will provide information and assistance in formulating a plan and making changes to meet the outstanding criteria
- a recommendation for a return External Assessment is made by the P/T BFI Committee 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 P/T BFI Committee)

recognizing that the BFHI Global Hospital Assessment Criteria for Baby-Friendly Hospitals have been met.

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

- is a formal recognition by the BCC that the BFI Practice Outcome Indicators for the Protection, Promotion and Support of Breastfeeding in CHS have been met. These criteria are congruent with the BFHI criteria (see BCC BFI Practice Outcomes Indicators).

## **4.3 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**

- **A self-monitoring report** is made every 2 years to the BCC and P/T Committee following receipt of the Baby-Friendly designation to confirm that the BFI standards continue to be met. 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 Pre-Assessment Contract is signed between the Facility and P/T BFI Committee
  - \$100 administration fee is payable by the Facility to the P/T Committee
- The Lead assessor will visit for 1 or more days, depending on the size of the Facility
- The Lead Assessor will bill the Facility for
  - \$400 per day honorarium
  - costs of travel, accommodation, and meals (based on Health Canada Guidelines for Reimbursement)
  - Costs are payable within 30 days

### **6.2 External Assessment:**

- An External Assessment Contract is signed between the Facility and the BCC
  - \$400 administration fee is payable by the Facility to the BCC
- 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 individual Assessors will bill the Facility for

- Lead Assessor honorarium of \$400 per day, or
  - Assessor honoraria of \$250 per day,
  - Travel, accommodation, and meals (based on Health Canada Guidelines for Reimbursement)
  - Costs are payable within 30 days.
  - The Facility is responsible for the additional costs (honoraria, travel, accommodation) for at least one Lead Assessor should a return External Assessment be required.
- The BCC reserves the right to revise the assessment costs as necessary to cover expenses. Revisions will be posted on the BCC website.

### **6.3 Re-Assessment:**

- A Re-Assessment Contract is signed between the Facility and the BCC
- Costs are to be determined and will be posted on the website in the near future.