



**The Breastfeeding Committee for Canada**  
The National Authority for the WHO/UNICEF  
Baby-Friendly™ Hospital Initiative in Canada

**PRESS RELEASE** – originally issued by Health Canada July 12, 2002

**The Baby-Friendly™ Initiative in Community Health Services Implementation and Evaluation Project**

June 2002-June 2004 \$200,000

The Breastfeeding Committee for Canada (BCC) is comprised of a wide network of 21 professional and consumer organizations and individual experts that work collaboratively to advance breastfeeding in Canada.

The partners in this project include, the Provincial and Territorial Baby-Friendly Initiative (BFI) committees and/or coordinators designated by provincial and territorial governments, generally comprised of health professionals, representatives from health care agencies, provincial/territorial government representatives, Canada Prenatal Nutrition Program (CPNP), La Leche League Canada, consumers and individual breastfeeding experts.

The purpose of this project is to implement and evaluate the Baby-Friendly Initiative in community health services. BFI is an international program developed by WHO/UNICEF for the protection, promotion and support of breastfeeding as a strategy aimed at increasing the health and well being of children and families. Among the key activities are: assessing the needs of Provincial/Territorial committees; developing strategies for implementing BFI; disseminating the Canadian Seven Point Plan; preparing assessors to evaluate BFI in communities; implementing and evaluating strategies for community health services to attain BFI designation; and monitoring BFI progress.

The project will be evaluated based on how well objectives (e.g. committee collaboration, 24 trained assessors, 10 BFI-designated community health services, 40 communities having accomplished three steps of the 'Seven Point Plan') were met. Lessons learned and use of findings for change and future work will also be determined. Impact will be analyzed by looking at such success indicators as the number of community/public health agencies working on the BFI program, the number of community health services with BFI designation, the number of qualified BFI assessors, the number of strategies deemed useful. Impact of higher rates of exclusive breastfeeding is anticipated in the future, but

the project itself is only for 2 years and these rates are not currently available from the National Longitudinal Survey of Children and Youth.

The project component that will require sustainability is the continued BFI assessments and designations of community health services. The BCC is developing a strategic plan based on social marketing and is working on resource development. It is anticipated that when this project is completed, the BCC will be in a position to sustain its BFI activities.