

# Toronto Public Health's Journey to Baby-Friendly Designation and Beyond



September 2014

# Objectives

1. Provide an overview of Toronto Public Health 's Baby-Friendly Initiative (BFI) Journey including key activities, work plan development, organizational structure and lessons learned.
2. Share strategies/resources used in Toronto Public Health's BFI Journey which other organizations can adapt and implement as they work towards BFI designation.
3. Present work towards sustaining BFI designation for Toronto Public Health.

# Information About Toronto

- 12 birthing hospitals in Toronto
- 31,000 births per year to Toronto residents



# Information about Toronto Public Health

- 1800 Toronto Public Health Staff
  - 400 Staff providing services to prenatal and postnatal families
    - 245 PHNs providing infant feeding services

# Our Baby-Friendly Initiative Journey

## Toronto Public Health (TPH) Journey to Baby-Friendly Initiative (BFI) Designation



2001	2004	2005	2007	2008	2009	2010	2011	2012	2013
Board of Health endorsed The Code*	<b>BFI Launch</b>	Inaugural Breastfeeding Challenge	Launch of Toronto Breastfeeding Study	Breastfeeding Friendly Campaign	Breastfeeding Round Table	BFI Steering Committee	Informed Decision Making Policy	Completion of Document Review	<b>External Assessment</b>
Breastfeeding on City Premises Policy	Age of Introduction of Complementary Foods Policy		Board of Health Report Breastfeeding in Public		Contributed to Draft Provincial Breastfeeding Strategy	Health Promotion Consultant and Designated Positions	Informed Decision Making Workshop	Successful completion of Pre-assessment	
Development of Breastfeeding Website	Exclusive Breastfeeding Duration Policy		Board of Health Report Breastfeeding Promotion in Toronto	Breastfeeding Your Baby Parent Resource	10 Year Anniversary of Annual Breastfeeding Conference Partnership	BFI Workgroup	Toronto Hospital Survey	Feeding Your Baby Study	
Continued Partnership Annual Breastfeeding Conference			Breastfeeding in Public Policy	Protocols for Health Care Providers		BFI Champions	Board of Health Report BFI Update (Hospitals and TPH)	BFI Compliance Policy and Procedures	
						Communications Sub Committee	BFI Policy Sub Committee	BFI Policy Workshop	
						Informed Decision Making Sub Committee	Protocol Reference Work Group	Toronto Hospital Survey	
						Resource Sub Committee	Skin to Skin Campaign	Breastfeeding Website Update Committee	
						Launch of TPH staff education	Physicians Outreach	Breastfeeding Website Updated	
						Family Home Visitor Workshop including external agencies	MIH Service Response and Clinic Expansion		
						Results of Toronto Breastfeeding Study	Health Promotion Consultants/IBCLCs		
						Advanced Lactation Management Course	Launch Breastfeeding e-modules Launch BFI e-blasts		

\*The national Code of Marketing Breastmilk Substitutes

### KEY ACTIVITIES

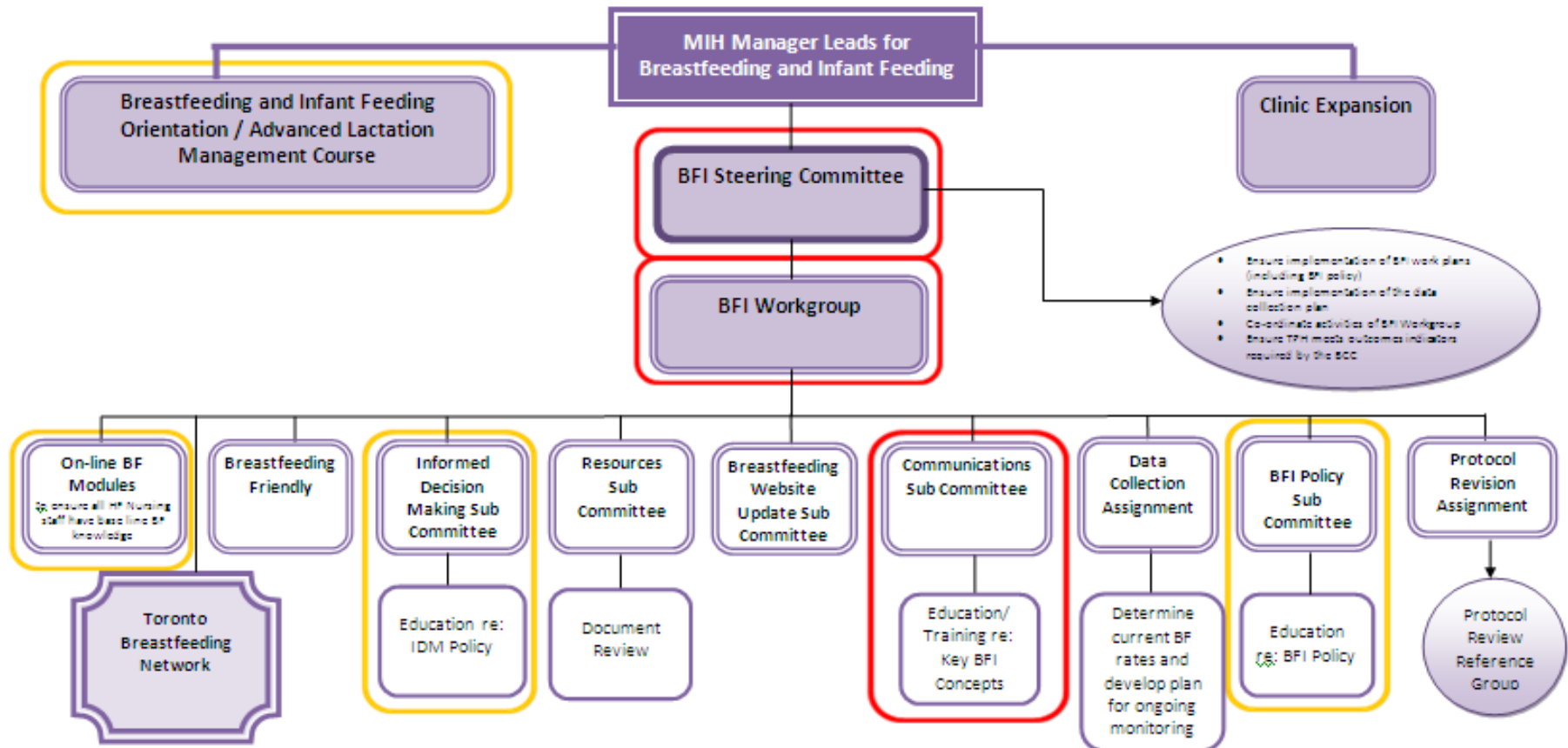
BFI Launch	Breastfeeding Promotion	Breastfeeding Study	Service Delivery	Data Collection	Document Review	Education	Guiding Documents	Organizational Structure	Pre-Assessment	Staffing
------------	-------------------------	---------------------	------------------	-----------------	-----------------	-----------	-------------------	--------------------------	----------------	----------

# Workplan – Key Activities

- ✓ Staff training
- ✓ Document Review
- ✓ Data Collection
- ✓ Policy Development

# BFI Organizational Chart

## Baby-Friendly Initiative Journey to Designation Organizational Chart October 11, 2012



- Key BFI Concepts
- Breastfeeding Management



# Role of the BFI Champion

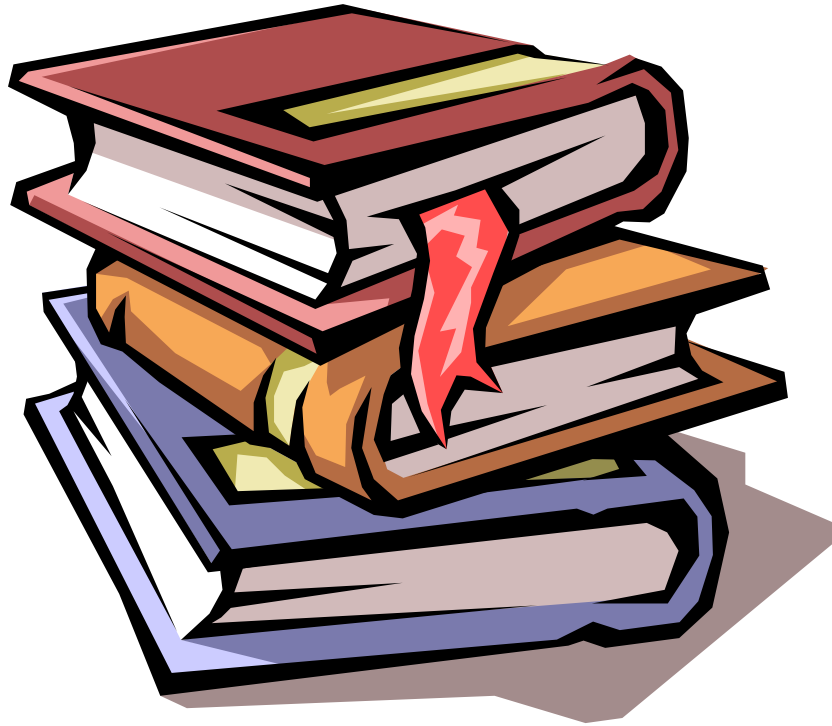




# Lessons Learned from Staff Training

- ❖ Increase number of BFI Champions
- ❖ Be creative

# Document Review



**Baby-Friendly Initiative**  
**Resource Review Tool**

Study the resource carefully and complete this tool to identify resources that are supportive of breastfeeding.

Name of Resource: \_\_\_\_\_

Date of Resource: \_\_\_\_\_

Program/Directorate: \_\_\_\_\_

Type:

Written

Poster

Video/DVD

Web

Curriculum

Other , identify \_\_\_\_\_

# Procedure Created



Development, Revision and Review of Resources that Reference Infants and Young Children Procedure (2012)

# Lessons learned from Document Review

- ❖ Remind staff to only distribute resources that are BFI compliant
- ❖ Re-word procedure at next review to make process clearer
- ❖ Regular reminders to staff about this new procedure

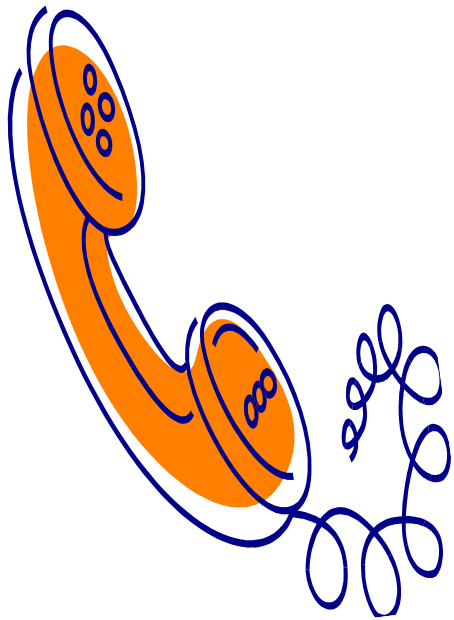
## Feeding Your Baby Study

1. What are the current breastfeeding rates in Toronto?
2. How do select sociodemographic and birth history factors influence breastfeeding rates in Toronto?





# Survey Implementation



- Identified over 3000 postpartum women eligible
- Contacted over 1000 women
- Completed 892 surveys in three month period

# Key Findings



**Initiation rate: 86.4% of mothers reported attempting to breastfeed within 1 hour of birth**

(Feeding Your Baby Study 2012)

# Key Findings

Time Points	Any Breastfeeding Rates
At discharge	93.0%
At 2 days after discharge	94.8%
At 2 weeks after discharge	93.8%
At 2 months after discharge	90.0%
At four months after discharge	82.5%
At six months after discharge	71.5%

Feeding Your Baby Study (2012)

# Lessons Learned from Data Collection

- ❖ Limitations related to release of personal/  
personal health information
- ❖ Quality Assurance issues
- ❖ Importance of a consistent BFI data collection  
approach province wide (PHO's LDCP)



**POLICY**

**Title: Baby-Friendly Initiative**

- Consultation with other health units
- Creation of initial draft (Summer 2010)
- Interim activities: staff training, document review, data collection, roll out of Informed Decision Making Policy and updating of other infant feeding policies

# BFI Policy Development Process cont...

- Obtaining support from senior management (Fall 2012)
- Reviewing and revising draft policy with close attention to wording
- Roll out BFI Compliance Policy (Dec. 2012)
- Review and revise BFI Policy as appropriate in 2 years

# What does this policy mean for staff?





# Lessons learned from BFI Policy Development

## Pre-requisites to a BFI policy:

- ❖ Education to all levels of staff
- ❖ Build support for the policy

# We Were Ready!

*We were ready!*



**TPH is now BFI designated.  
Congratulations!**

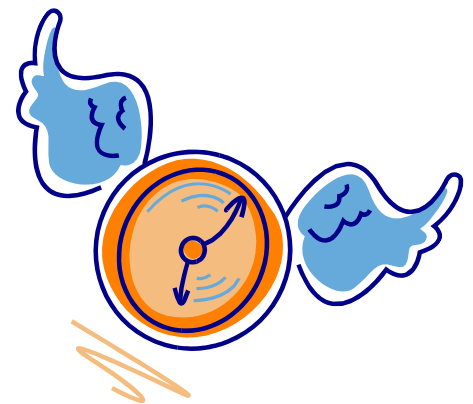
416.338.7600 [toronto.ca/health](http://toronto.ca/health) |  TORONTO Public Health

***TPH achieved BFI Designation in January  
2013***



# General Lessons Learned on our BFI Journey

- ❖ Do self-assessment and identify gaps
- ❖ Ensure support of senior management and allocation of resources
- ❖ Pay attention to language
- ❖ Utilize BCC/provincial expertise
- ❖ Document your work
- ❖ Revisit plans regularly



# Next Steps



...this is just the beginning!

Why is a sustainability plan important?



## How can a sustainability plan help TPH?

- Guide TPH sequentially through steps to sustainability planning
- Enable TPH to achieve our goal and desired results





- To sustain a culture supportive of BFI at Toronto Public Health (TPH)

# Key Activities

1. Develop continuing education plan for TPH staff.
2. Develop communication plan to convey key BFI messages externally.
3. Develop outreach plan to engage new partners.





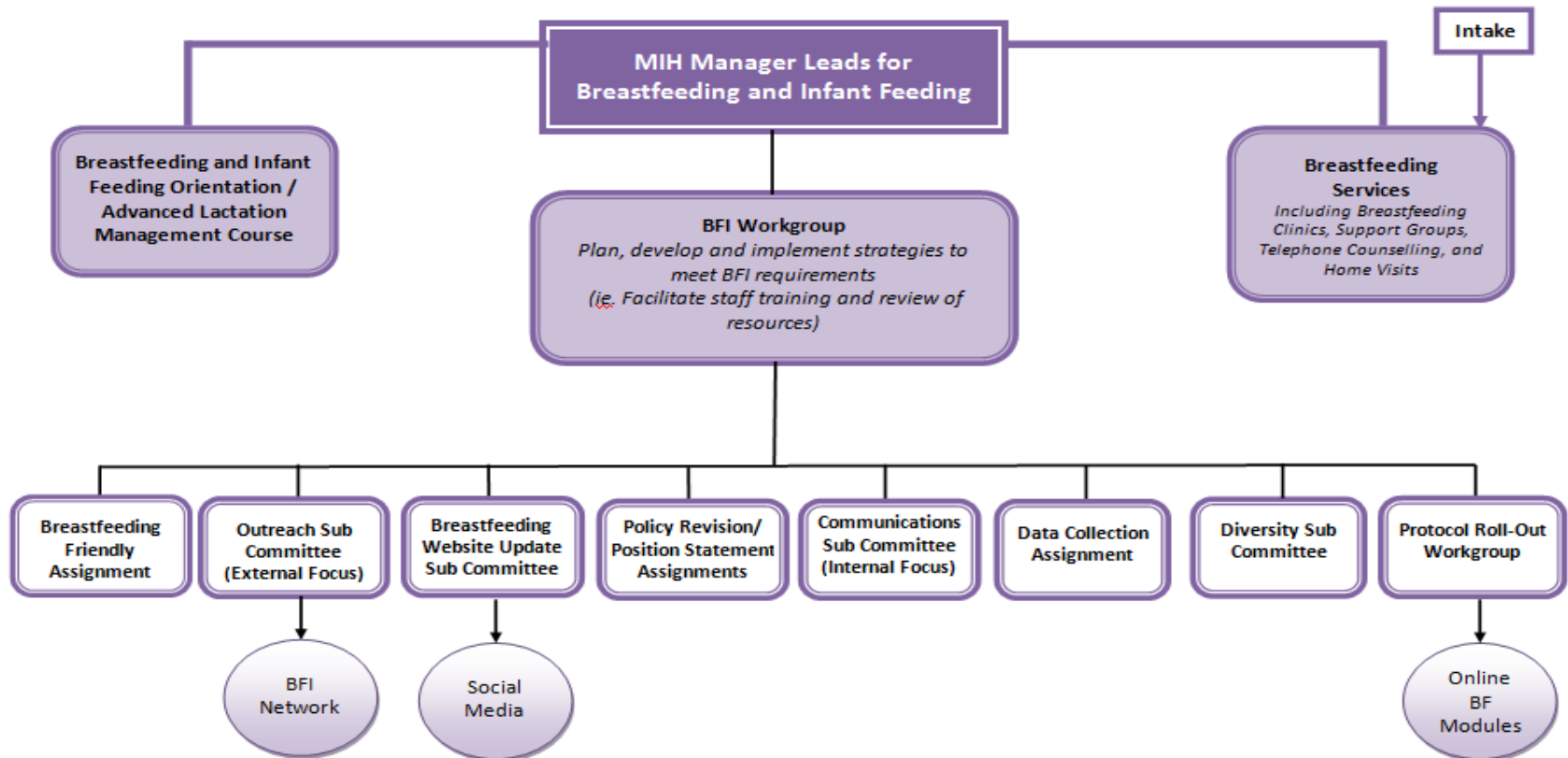
4. Develop further strategies to support populations at risk of not exclusively breastfeeding.
5. Implement data collection plan for mid-term (2015) and in the year prior to re-designation (2017).

# Revised BFI Organizational Chart

## Baby-Friendly Initiative Journey to Designation

### Organizational Chart

Updated on July 10, 2014

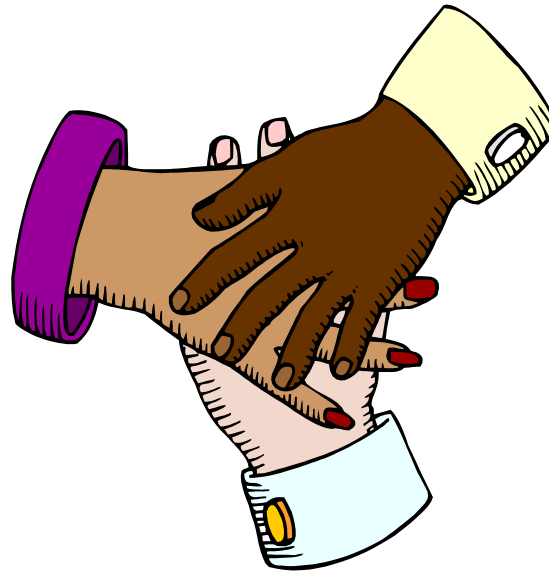


# Activities Since BFI Designation

- Sharing TPH BFI experience and resources
- Revision and dissemination of *Breastfeeding Protocols for Health Care Providers (2013)*, e-learning modules and companion parent resource
- Exploring the possibility of a position statement regarding donor human milk
- Launching a of breastfeeding in public campaign (WBW)
- Exploring the development of a BFI Network with the mandate to make breastfeeding the cultural norm in Toronto
- Ongoing staff education/review of resources

- September 2013, Ministry of Health and Long Term Care announced New Investments in Breastfeeding Supports:
  - ✓ Baby-Friendly Initiative Strategy for Ontario
  - ✓ Access to 24 hour telephone breastfeeding support
  - ✓ Funding for initiatives that support populations with lower rates of breastfeeding
  - ✓ New resources to support mothers in breastfeeding

# Working Together





You can do it! Don't give up!

*Thank You*

# Questions?

## Contact information

Olga Jovkovic

Healthy Families Manager

416-338-1256

[OJOVK@toronto.ca](mailto:OJOVK@toronto.ca)