

Ontario's Baby-Friendly Initiative Report, 2019

The Baby-Friendly Initiative (BFI) is a global standard that was established in 1991 by the World Health Organization (WHO) and UNICEF to improve worldwide breastfeeding initiation and duration rates. BFI implementation of the research-based 10 Steps best practices is proven to have an impact on successful breastfeeding rates. BFI supports mothers in making informed decisions around infant feeding free from commercial influences, and supports all families with safe practices, regardless of their feeding decision.

The **BFI Strategy for Ontario** provides hospitals and community health organizations with training, tools, guidance, and educational resources to implement evidence-based best practices and help achieve the World Health Organization's BFI designation. The BFI Strategy for Ontario supports the work of the Breastfeeding Committee for Canada and BFI Ontario, the national and provincial authorities for BFI. A joint statement from Health Canada, Canadian Paediatric Society, Dietitians of Canada and the Breastfeeding Committee for Canada (Sept 2012) states:

"Breastfeeding - exclusively for the first six months, and sustained for up to two years or longer with appropriate complementary feeding – is important for the nutrition, immunologic protection, growth and development of infants and toddlers."

This report reflects the work of leaders, health care professionals and organizations across Ontario to support women and children with the healthiest start in life through the implementation of the Baby-Friendly Initiative.

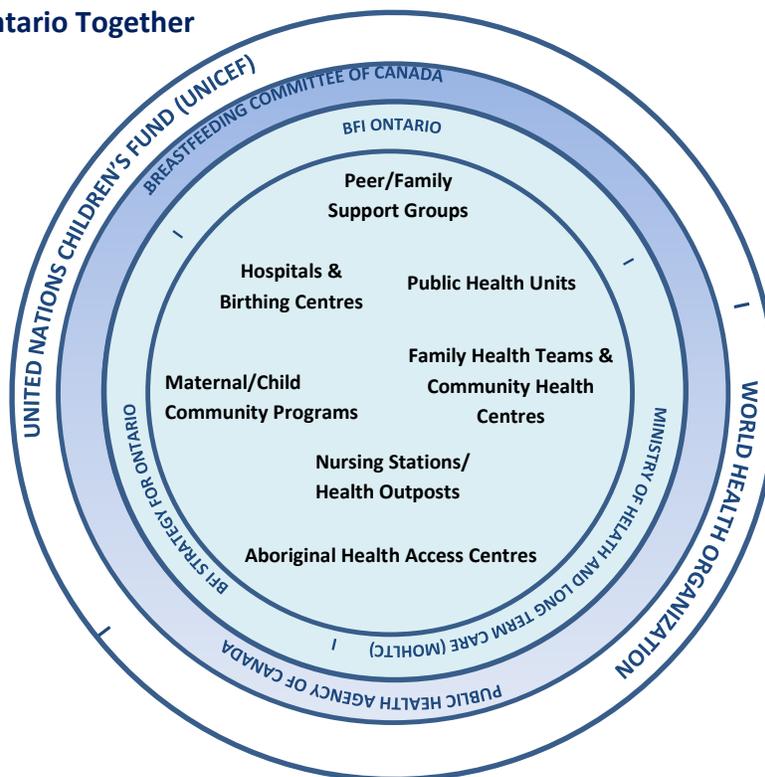
What's New This Year?

The BFI Strategy for Ontario has developed several new resources to support BFI implementation including:

- Templates for developing breastfeeding and infant feeding policies
- A take home provincial crib card that addresses key needs in the first few weeks after birth, and a Teaching Guide for staff
- Two revised Breastfeeding protocols and 4 coming soon
- Low literacy teaching sheets and video on safe formula use
- Two new videos for teaching about informed decision making with prenatal clients

Growing A Baby-Friendly Ontario Together

The **Breastfeeding Committee for Canada** is the national authority for the Baby-Friendly Initiative. With representatives from each province and territory, as well as the Public Health Agency for Canada (PHAC), the BCC oversees the BFI designation process and has been involved in influencing key professional guidance documents such as Nutrition for Healthy Term Infants, Family Centered Maternity and Newborn Care Guidelines, and the Qmentum hospital accreditation standards. BCC is currently leading a national BFI Quality Improvement Collaborative Project with innovation funding from PHAC.



BFI Ontario is the provincial authority for BFI in Ontario. It is a volunteer organization of committed health professionals who provide advocacy and support for the implementation of the Baby-Friendly Initiative throughout the province. Activities include coaching and guidance with implementation of the BFI Indicators, resource reviews, and navigation through the designation process. Information sharing and networking is provided through regular meetings, Ask An Assessor teleconferences and email inquiries. Certified assessors and assessor candidates from Ontario participate in BFI Pre-assessment and External Assessment for BFI designation throughout Canada.

ONTARIO BFI-DESIGNATED FACILITIES

- 37** Ontario Organizations are BFI designated
- 5** Were designated or re-designated in 2018
- 8** Hospitals
- 29** Community Health Organizations
Includes 3 Community Health Centres, 1 Family Health Team and 25 Health Units

BFI ONTARIO DEVELOPMENT OF CAPACITY 2017 & 2018

Volunteer Activities	n=
Group Teleconferences	28
Ask an Assessor Teleconference	4
Education Sessions	9
Membership Meetings	9
Liason Meetings	52

* Data for 2 calendar years



4796*

Individual contacts
(includes coaching and support by BFION throughout the province)

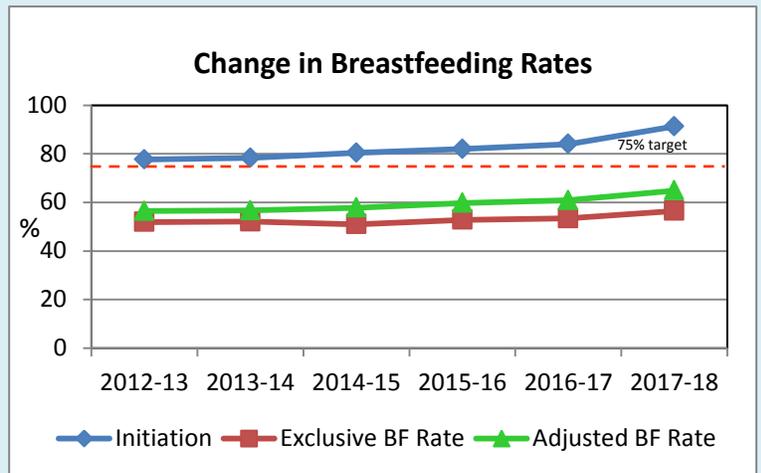
PROVINCIAL BREASTFEEDING INDICATORS

5 Year Ontario Breastfeeding Rates Show Improvement

91.3% Of mothers initiate breastfeeding in hospital, a **13.6%** increase

56.5% Of babies are exclusively breastfeeding at discharge from hospital, a **4.6%** increase and

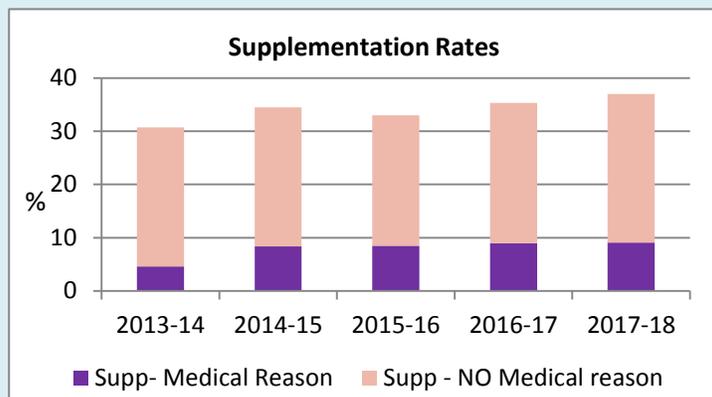
64.9% Is now the adjusted breastfeeding rate, an **8.5%** increase.



Five indicators are used to monitor BFI outcomes in hospitals. Provincial rates for initiation, exclusive breastfeeding at discharge, and the adjusted breastfeeding rate (ABF) have shown an increase of from 4.6% to 13.6% over the past 5 years. The changes reflect the positive effect of BFI best practice implementation in the province since the BFI Strategy began.

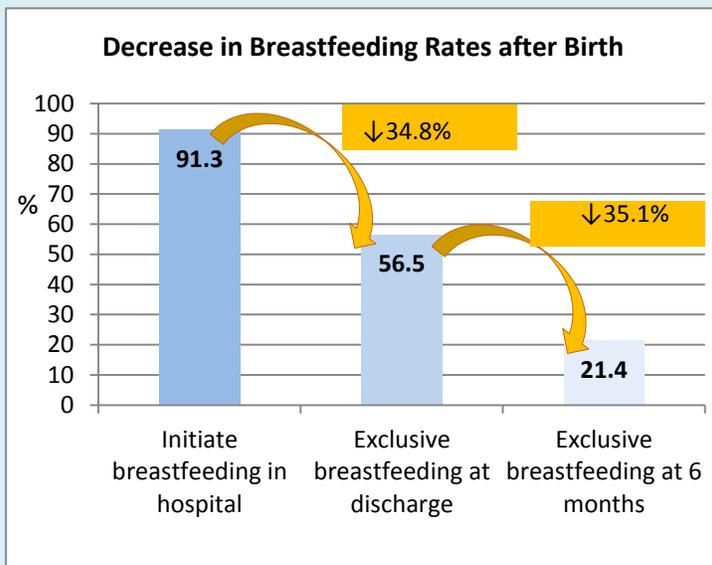
27.9% Of babies receive a supplement with no medical reason identified.

The remaining two indicators focus on supplementation with or without documented medical reasons. This data takes into account all babies admitted to the hospital – including premature and medically fragile infants. As of January 2019, hospitals across the province continue to provide about 28% of babies with formula without any documented medical reason. Additional staff development with informed decision-making skills and exploring reasons for supplementation, is encouraged.



A COMPELLING NEED FOR CONTINUED CHANGE

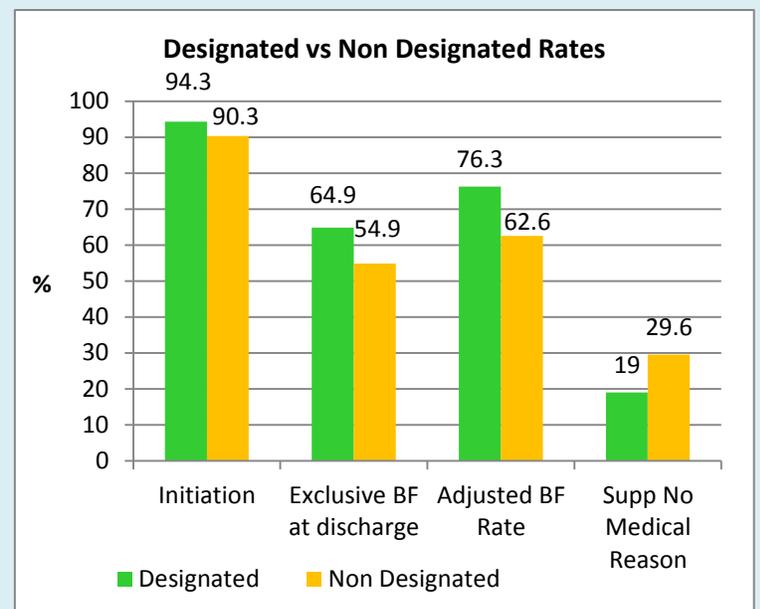
Although organizations are making changes to support breastfeeding there continues to be a dramatic drop in breastfeeding rates when rates at birth and 6 months are compared. The decrease is similar for both hospital and community services.



Data Source: BORN Ontario data for 2017-18 provided in March 2019. *Exclusive breastfeeding at 6 months" data was collected by BFI Ontario Survey of Public Health Units in January 2018.

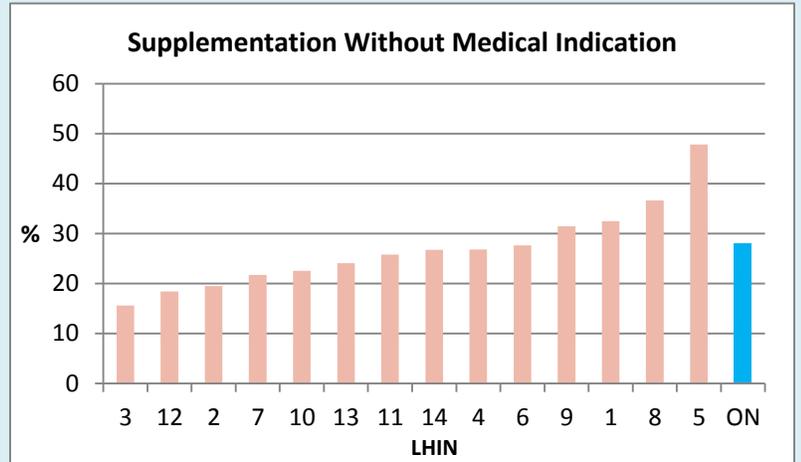
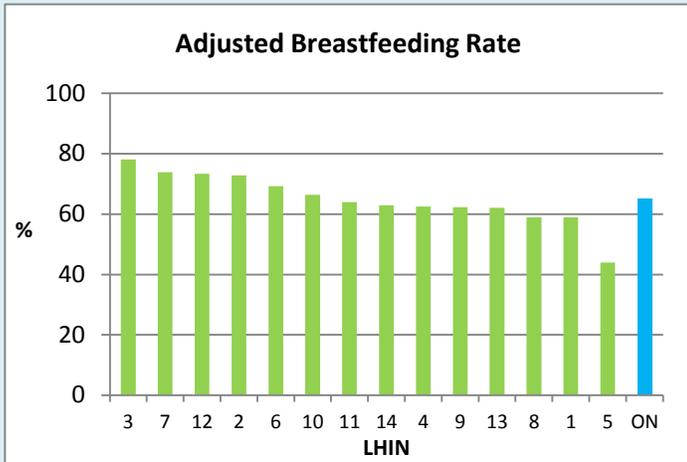
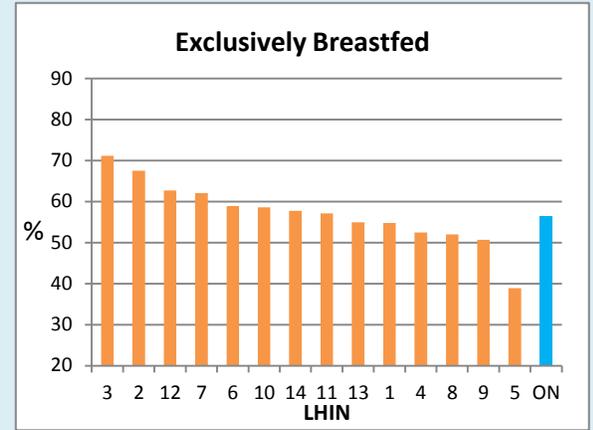
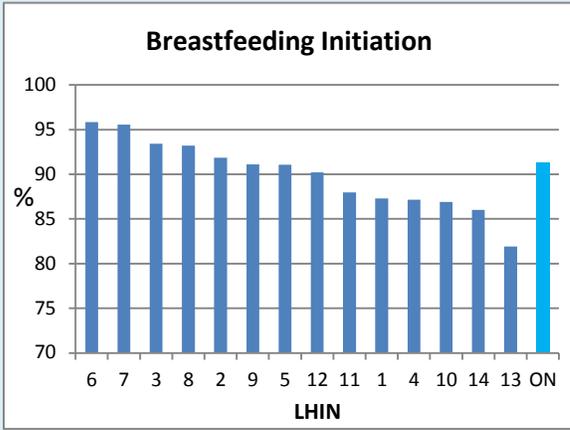
DESIGNATION MAKES A DIFFERENCE

The graphs below illustrate the differences between BFI designated and non-designated hospitals on performance measured by BFI indicators. The differences reflect the impact of BFI best practice implementation and range from 4% to 13.7% for 2017-18



BFI INDICATORS BY LHIN

LHINs	
1.	Erie St. Clair
2.	South West
3.	Waterloo Wellington
4.	Hamilton Niagara Haldimand Brandt
5.	Central West
6.	Mississauga Halton
7.	Toronto Central
8.	Central
9.	Central East
10.	South East
11.	Champlain
12.	North Simcoe Muskoka
13.	North East
14.	North West



BFI indicator rates show variation across the province:

- Initiation 98.5% (LHIN 6) to 81.3% (LHIN 13)
- Exclusivity 71.2% (LHIN 3) to 38.9% (LHIN 5)
- Adjusted BF rate 78.2% (LHIN 3) to 44% (LHIN 5)
- Ontario rates are 93.1% (initiation), 56.5% (exclusive BF at discharge) and 64.9% (adjusted breastfeeding rate)

Supplementation rates also show variation. Supplementation with no medical reason varies from 15.6% (LHIN 3) to 47.8% (LHIN 5) and a provincial average of 27.9%. Differences underline the need for continued focus on BFI best practices.

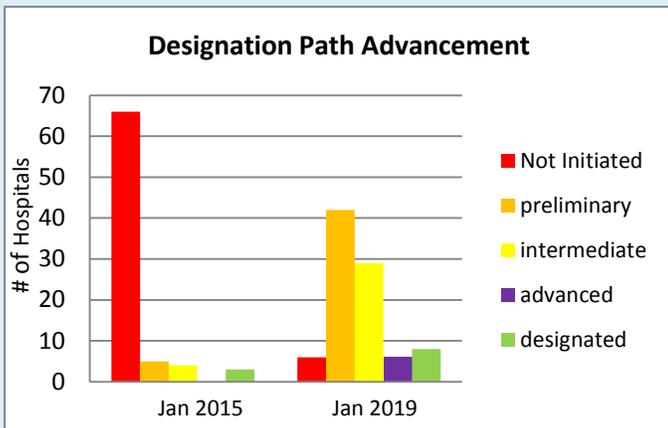
Graphs are based on 128 513 births with complete feeding records from BORN Ontario for 2017-18 fiscal year. The BFI Strategy undertook analysis and interpretation of data received from BORN in March 2019.

THE PATH TO DESIGNATION

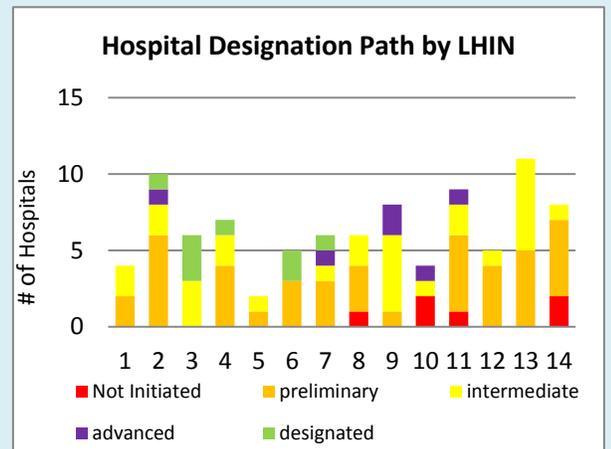
Over the past 4 years there has been a progressive increase in commitment to and progress with BFI uptake. Change is evident through the decreased number of hospitals that are not initiated and increases in number in subsequent phases. Intensive work on best practice implementation occurs in preliminary and intermediate phases. Advanced phase work focuses on practice sustainability and readiness for designation.

There was one new BFI designation in 2018 as Two Rivers Family Health Team became the first FHT in Ontario to be designated. Re-designations included 1 community health centre, 2 health units and 1 hospital. Michael Garron Hospital is only the second hospital in Ontario to receive its third BFI designation.

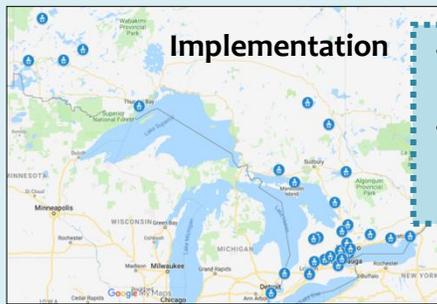
Nineteen hospitals moved one or more phases in the path to designation. Four LHINs have 1 or 2 hospitals that have not yet initiated BFI formally. Hospitals in Central East and North East LHINs showed the most hospital advancement.



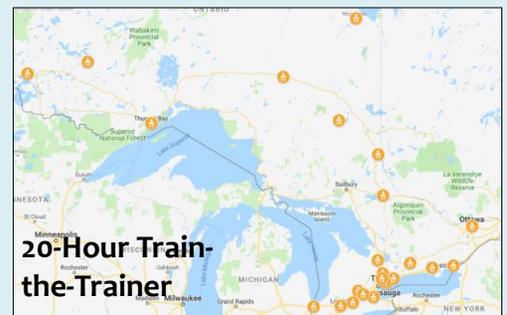
Hospital Status	
6	not initiated
42	preliminary
29	intermediate
6	advanced
8	designated



BFI REACH AND ACTIVITY IN ONTARIO (2014-2019)



- 42 Implementation Workshops have been held in 38 locations
- 268 organizations (65 hospitals) have sent 590 participants to Implementation Workshops



- 27 Train-the-Trainer 20-Hour Course Workshops have been held
- 130 organizations (62 hospitals) have sent 297 participants to a 20-Hour Course Train-the-Trainer Workshop
- 17 20-Hour Direct Care Provider Workshops have been held with 204 participants from 43 small organizations.



- 24 Informed Decision Making (IDM) Workshops were held in 20 locations
- 163 organizations (47 hospitals) have sent 311 participants to an Informed Decision Making Workshop

International research studies continue to affirm the value of formal education programs to successful BFI change initiatives. Workshops delivered across the province have been highly rated and have resulted in several BFI change initiatives.

OUTREACH IN THE NORTH



From the outset, the BFI Strategy has worked to engage facilities throughout Ontario in BFI implementation. Over the past several months, the BFI Strategy team has been particularly focused on supporting northern hospitals and Indigenous groups who provide services to new mothers. The team's success is based on the development of trusting relationships with elders, community workers and mothers.

The BFI Strategy team has been met with a keen interest in learning more about breastfeeding and its particular health benefits for mothers and infants in their communities. Visits to fly-in communities in the far north have included McDowell Lake, Keewaywin, Fort Severn and Deer Lake, all part of Keewaytinook Okimakinak Health (KO Health). The BFI Strategy team has also provided workshops to every hospital with maternity services in the North East and the North West LHINs.

Over the past few years a Community Advisory Group has assisted the BFI Strategy to develop a video for Indigenous communities about BFI that reflects their cultural values. Most recently they have worked on low literacy materials about formula feeding. It has been a pleasure working in Northern Ontario with the wonderful healthcare providers, elders, women and families as partners in Mother/Baby health education.

CONTINUING ON YOUR BFI JOURNEY

Uptake in best practices has continued to be tracked through implementation of the 10 Steps. Overall hospitals have completed 37% of this work.

Currently only 13 hospitals in Ontario have completed 7 or more steps including the 8 designated hospitals. There is a dosage effect with the number of steps completed on exclusivity and duration of breastfeeding. This explains why the overall change in breastfeeding rates for Ontario show only incremental change to date and suggests that further work on the 10 steps will show greater impact on the BFI indicators.

Plotting Your Next Steps

This report provides an opportunity to pause and reflect on where you are in your BFI journey. Use the data to stimulate your thinking, to be curious about the reasons for differences and the opportunities they hold. The provincial data reflects the collective impact of the work you have done so far. The LHIN data gives some perspective on where you are in comparison to others, and who you might want to learn from.

Along with your reflection on the data and your next steps consider:

- New resources in the Clearing House (<https://breastfeedingresourcesontario.ca/>)
- Archived Hot Topic Webinars (<https://www.dropbox.com/sh/8s7ui4p75d54zro/AADc0785Uli7kpt2ANFD34sNa?dl=0>)
- Join the Provincial Council for Maternal Child Health Community of Practice at <https://t.co/XSCntVVY1p>
- Ask BFI Ontario for help – <http://www.bfiontario.ca/contact-us/>