

BABY-FRIENDLY INITIATIVE (BFI) VIDEO STORY SERIES

Purpose

The Baby-Friendly Initiative (BFI) Video Story Series has been developed for hospitals and community health services implementing the *BFI 10 Steps to Successful Breastfeeding* and the *International Code of Marketing of Breast-milk Substitutes (The Code)*. These are global standards developed by the World Health Organization (WHO), in order to achieve and maintain the BFI designation and support best practice standards.

The journey to achieving BFI designation can take many paths. In this BFI Video Story Series, health care organizations and mothers share their stories of challenges, accomplishments and creative strategies to facilitate the changes to implement BFI best practices and improve patient care outcomes.



Key Messages Highlighted in the Videos:

- Identify and understand each of the *BFI 10 Steps and Who Code Outcome Indicators for Hospitals and Community Health Services (BCC 2017)*.
- Understand the significant impact to BFI designation and best practice standards that implementing even one step can have.
- Establish consistent messaging and practices throughout the continuum of care.
- Recognize and engage the partnerships within the community that may be required to achieve and strengthen each Step.
- Identify effective strategies used to overcome challenges.

Watch and share these videos to:

- Develop awareness and understanding of each of the *BFI 10 Steps to Successful Breastfeeding and The Code*.
- Motivate and create opportunity for discussion on BFI planning and implementation.
- Gather creative strategies to overcome challenges.
- Educate different groups (leadership, management, and frontline staff).

Where These Videos Can Be Used:

- Play videos within the organization for huddles, BFI multidisciplinary committee meetings, staff/leadership meetings and other events.
- Share videos with the leadership of the organization to start or enhance the conversation and planning for BFI designation.
- Share videos within the community at network and/or coalition meetings to highlight the importance of partnerships, consistent messaging and practices.
- Post a link to the videos on the hospital or community organization website and intranet.
- Play videos on patient televisions within an organization (patient rooms in hospital, Non-Stress Testing (NST) room, waiting rooms).
- Share videos at staff/physician/midwife education sessions to motivate and generate discussion.
- Embed videos in your organizations learning management system to track and promote viewing.

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It's a journey, it doesn't all happen in a day and every step makes a difference.