

## INFANT FEEDING POLICY IMPLEMENTATION OVERVIEW

Health PEI has embarked on a journey to achieve Baby Friendly Initiative (BFI) status. BFI is a global program that promotes, protects, and supports breastfeeding. BFI will have positive implications for the health system at every level and therefore requires help from all managers, staff and volunteers, whether working directly with mothers and babies or not. The first step in our journey is to implement the Infant Feeding Policy. The BFI Steering Committee has prepared this electronic Infant Feeding Policy Information Package to outline what is required of you and your staff in order to be compliant with the Policy.

### MANAGERS:

**Please read and become familiar with the following documents:**

- Infant Feeding Policy Checklist for Managers
- Letter from Arlene Gallant-Bernard
- Infant Feeding Policy with appendices (located in 'recently added' section of the PDMS site):  
<http://healthpeipolicy.medworxx.com/default.aspx?login=true>
- Brochure – *Health PEI Infant Feeding Policy: Information for Health PEI Staff, Physicians, & Volunteers*
- Infant Feeding Policy Poster (attached with hardcopies on the way via interoffice mail)
- Education Requirements for Physicians, Staff, and Volunteers
- International Code of Marketing for Breastmilk Substitutes Summary:  
[http://portal.ilca.org/files/events/ilca\\_conference/Exhibitor%20Resources/CodeSummary09.pdf](http://portal.ilca.org/files/events/ilca_conference/Exhibitor%20Resources/CodeSummary09.pdf)
- BCC Integrated 10 Steps & WHO Code Practice Outcome Indicators for Hospitals and Community Health Services Summary: [http://www.breastfeedingcanada.ca/documents/2012-05-14\\_BCC\\_BFI\\_Ten\\_Steps\\_Integrated\\_Indicators\\_Summary.pdf](http://www.breastfeedingcanada.ca/documents/2012-05-14_BCC_BFI_Ten_Steps_Integrated_Indicators_Summary.pdf)

*To obtain more copies of the brochure and poster or to order them in French, please contact Sherri-Lynn Laverty at 620-3916 or [srlaverty@ihis.org](mailto:srlaverty@ihis.org).*

### STAFF, INCLUDING PHYSICIANS AND VOLUNTEERS:

**All staff should review the brochure and Infant Feeding Policy.** Please also be aware of the International Code of Marketing for Breastmilk Substitutes, and the BCC Integrated 10 Steps & WHO Code Practice Outcome Indicators for Hospitals and Community Health Services Summary (see links above).

In addition, **all physicians, staff and volunteers who provide breastfeeding assessment, support and intervention (direct care) require further education and training** about breastfeeding as outlined in the document *Education Requirements for Physicians, Staff, and Volunteers*.

- If you provide direct care, please discuss education requirements with your Manager.
- Please also identify ongoing and additional educational needs in your professional development plan.
- If you do not provide direct care but are interested in learning more about breastfeeding, there are also **educational options for physicians, staff, and volunteers who do not provide direct care**. These training options are outlined in the Education Requirements document.

Sincere thanks for your assistance in implementing the Infant Feeding Policy,

*The BFI Steering Committee*

