

New Brunswick Baby-Friendly Initiative Strategic Planning Framework 2005-2011

Vision

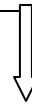
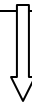
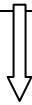
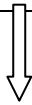
Breastfeeding is the cultural norm for infant feeding in New Brunswick.

Goal

All New Brunswick hospitals, Community Health Centres and Public Health services will become Baby-Friendly.

Strategies

Policy and Protocols	RHA and Community Support	Education and Public Awareness	Strategic Planning, Research and Evaluation
Recommend and implement breastfeeding best practices guidelines and protocols for the health care professionals.	Develop partnerships and collaborative strategies with RHA and stakeholders to work toward Baby-Friendly designation in facilities across the province.	Encourage and support breastfeeding education for health care professionals. Increase public awareness of the benefits of breastfeeding.	Establish base line and ongoing data collection on breastfeeding rates and health outcomes. Assess the progress of the BFI implementation practices in RHAs.



Key Results

Useful, credible and consistent evidence-based information available and used by health care professionals.	<ul style="list-style-type: none"> · Integrated approach to promote, support and protect breastfeeding. · Improved care and health outcomes for mothers and babies. · Increased breastfeeding rates for initiation, duration and exclusive breastfeeding: <ul style="list-style-type: none"> · By 2011, 85% breastfeeding initiation rate; 40% exclusive breastfeeding at 6 months; breastfeeding rates at 6, 12 and 24 months will be 45%, 20% and 10% respectively. 	<ul style="list-style-type: none"> · Health care professionals are able to provide optimum assistance to breastfeeding mothers. · Public sees breastfeeding as the norm for infant feeding. 	<ul style="list-style-type: none"> · Strategic and coordinated data collection on breastfeeding. · Enhanced surveillance of markers for health outcomes. · Identification of the areas of concerns in the implementation of BFI.
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