



Best Practices in Promoting, Protecting and Supporting Breastfeeding

Name:	Name of Resource/Policy/Document:
Date:	Team:

Ottawa Public Health is Baby-Friendly. This designation requires that all policies, programming, activities and publications follow the “Baby-Friendly Initiative 10 Steps Practice Outcome Indicators for Hospitals and Community Health Services” which includes the Code of Marketing of Breastmilk Substitutes. The checklist below has been developed, based on the indicators, to help OPH staff ensure that program resources meet Baby-Friendly guidelines. OPH teams should review policies, programming, activities and publications against this checklist and ensure that “Yes” is answered to all questions. If “No” appears please contact ophbaby-friendly@ottawa.ca to discuss. Please note that not all the points on the checklist may be relevant to every item being reviewed, in which case the “not applicable” (N/A) column can be checked. For clarity, in this document policies, programming, activities, and publications will be referred to as “the item”.

Yes	No	N/A	Visual Content (see Appendix A for more detailed information)
			Are the graphics and pictures used in the item free of any images of bottles or artificial teats/nipples? (Exception made if item is specifically developed to provide guidance on the use of bottles or pacifiers/soothers and is intended to be used on a one-to-one basis.)
			If there are breastfeeding pictures in the item, do they depict positive breastfeeding relationships reflecting cultural diversity of our community?
			Are the visuals used impartial and free of promotional material for products and companies that fall within the scope of the WHO Code of Marketing of Breastmilk Substitutes? (See Appendix B for the WHO Code) (e.g.: infant formula, bottles, baby foods, infant cereals, pumps, nursing pads, nipples...)
Yes	No	N/A	Written information and educational resources
			Is the item free of the promotion of the use of breastmilk substitutes (formula)? (Women and their families who have made an informed decision not to breastfeed will have available to them written materials on the preparation, storage and feeding of breast milk substitutes that are current, appropriate, and separate from breastfeeding information and free of promotional material that does not comply with <i>The Code</i>).
			Is the item free of the representation of breastfeeding as difficult, rule-laden or medicalized (e.g. no elaborate rules for maternal diet when breastfeeding, no suggestion that mothers should breastfeed in private or cover up in public, no excessive info about pumping)?
			Is the item current, referenced, and promoting evidence-based care and best practices?
Yes	No	N/A	Programs producing resources for families with children 0 to 6
			Does the item for pregnant women and their families contain accurate information on health care practices supportive of establishing effective breastfeeding which may include: <ul style="list-style-type: none"> • Initiating breastfeeding within 30 min of birth • Immediate and prolonged skin-to-skin care • Early and frequent skin-to-skin breastfeeds • 24 hour rooming-in from birth to six months • 24-hour support from partner or support person • Encouraging mothers to hold their babies skin-to-skin and breastfeed if painful procedures for baby are necessary
			Does the item address a woman’s rights to accommodations to breastfeed in the community, school and workplace.

		Does the item contain information on the benefits of exclusively breastfeeding during the first six months from birth, and the benefits of sustained breastfeeding for two years and beyond? (The risks of feeding formula should be discussed as part of prenatal education)
		Does the item contain accurate information on the basics of breastfeeding which may include: <ul style="list-style-type: none"> • Position and latch • Hand expression • Infant feeding cues - baby-led and cue-based feeding • Expected normal feeding behaviours (frequency of feeds, output, and infant sleep/wake states and their implications for feeding) • Community resources for breastfeeding support
		Does the item provide accurate information on: <ul style="list-style-type: none"> • Possible breastfeeding problems and their solutions • Available resources that will assist with breastfeeding, • Overcoming breastfeeding challenges that may occur with the growing child.
		Is the item free of upper restrictions being placed on the frequency or length of breastfeeds? (A minimum number of feedings can be suggested (i.e., at least 8 in 24 hours) but not a maximum number.)
		Does the item provide information on the introduction of safe, appropriate complementary foods, beginning at 6 months of age to enable mothers to: <ul style="list-style-type: none"> • Maintain responsive breastfeeding • Safely prepare and use nutrient-dense complementary foods • Ensure age-appropriate consistency of foods • Increase amounts and frequency of food gradually while supporting breastfeeding • Adapt feeding during and after a child's illness
		Does the item reference availability of contraceptive methods compatible with breastfeeding which may include the Lactation Amenorrhea Method (LAM)?
		Does the item supply accurate information on infant care practices which may include: <ul style="list-style-type: none"> • Safe sleep • The benefits of skin-to-skin care for all infants (including those who will not be breastfed), and especially for premature infants • Calming techniques for babies as alternatives to soothers/pacifiers/dummies.
		Does the item include information on how to feed and care for breastfed babies without the use of artificial teats or pacifiers included?
		Are alternatives to bottles and teats (e.g. cup and spoon) suggested for when supplemental feedings are required (or provided) especially in the early postpartum period?
		Is the importance of sustaining breastfeeding included in emergency preparedness plans?
Assessment Result:		
<input type="checkbox"/> Resource Compliant with Baby Friendly Designation <input type="checkbox"/> Consultation with Baby-Friendly team needed		
Comments		
Reviewer Signature:		
Date:		