QUALITY IMPROVEMENT STORY BOARD

Baby-Friendly Initiative (BFI) Step 1 - Policy Implementation Project

Background:
- The BFI Ten Steps is a QI strategy outlining the minimum standards for infant feeding and maternal/newborn care recommended by the WHO, the ICC, and the BC Baby-Friendly Network.
- Advancing breastfeeding in BC directly aligns with the Ministry of Health’s policy direction to employ health promotion strategies and interventions to improve the health of women, infants, and children in BC.
- One of the Perinatal Program’s QI priorities in NH is to support facilities/communities efforts to achieve the BFI 10 Steps standardization.
- The BFI step that presented as the highest priority to support is Step 1: Have a written breastfeeding policy that is routinely communicated to all staff, health care providers and volunteers.
- NH has a new BFI Clinical Practice Standard (policy) to address Step 1 of the BFI framework.

Objective:
The aim of the project is to study April 2019, 80% of the staff and providers in Quesnel, Prince George, Fort St. John and Kitimat hospitals/communities will have awareness and understanding of the new BFI Clinical Practice Standard (policy) available on OurNH through completion of an implementation module on the Learning Hub.

Current State:
The Regional Development Team, the Moving Breastfeeding Forward team, conducted a BFI Self-Assessment/Evaluation process by utilizing the Breastfeeding Committee for Canada BFI Outcome Indicators in the summer of 2018 to determine the current level of implementation of the BFI 10 Steps in each community/facility in NH.

Solution:
- A focus for improvement was identified through the BFI self-assessment process (current state) and the Regional Development Team in-person Kaizen event (World Café/Root Cause Analysis); whereby Step 1 (policy/clinical practice standard) was identified as the priority.
- This event was supported and co-led by the Provincial BFI Coordinator, Lea Geiger.
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Results:
- The implementation phase of the project occurred from February 1 – April 15, 2019, whereby the operational teams in the four sites and facilities worked to complete the Learning Hub module.
- A mid-project check-in evaluation was conducted on March 14, 2019, which highlighted an ease of completion for the community PG group due to the education being coordinated in groups.
- Completion data was collected on March 31 and April 18, 2019, which highlights percentages of the BFI CPS Implementation Learning Hub module completion in hospital and community settings in all four sites.
- FSJ2 had the highest completion rate overall, combining hospital and community staff – 82% and 80% respectively, meeting the target goal of 80%; the Quesnel community staff group achieved the highest completion rate of 96%; Kitimat had the lowest completion rates in both community and hospital due to low staff numbers and local leadership changes.
- Four out of eight staff groups met or exceeded the 80% goal in the project.

Next steps / Sustaining the Gains:
- The Quantitative impact is the number of staff with improved knowledge and understanding of the BFI 10 steps as measured through completion of the BFI Clinical Practice Standard Implementation Learning Hub Module.
- The approach will be to conduct a mid-project check-in evaluation and a final evaluation of the project.

Case Study

Driver Diagram

Patient/Customer:
- The Qualitative impact of the project is in relation to the parents and families who experience a Baby-Friendly Hospital or community setting (future measure).
- The approach will be to conduct a mid-project check-in evaluation and a final evaluation of the project.

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