

Preparing for Assessment and Use of the BFHI Self-Appraisal Tool

This self-appraisal has been developed for use by Community Health Services (CHS) to evaluate how their current practices measure up to the 7 Point Plan for the Promotion and Protection of Breastfeeding in Community Health Services. The self-appraisal should be used in conjunction with the requirements for each step as described in Booklet 1: Implementation of the 7 Point Plan for the Promotion and Protection of Breastfeeding in Community Health Services.

Analysing the Self-Appraisal Results

If the CHS finds that many of its answers to this self-appraisal are 'yes', this is an indication of good progress towards implementation of the 7 Point Plan. A CHS should develop an action plan to implement changes in practice if there are many 'no' answers on the self-appraisal. The aim would be to eliminate practices that impede exclusive breastfeeding and to expand those that enhance it.

If this self-appraisal indicates a need for substantial improvements in practice, the CHS is encouraged to spend several months in improving practices, providing staff education and establishing new practices. The self-appraisal process may be repeated to check progress until it is felt the CHS is ready for assessment.

Baby Friendly Assessment

The CHS applies for assessment when the service considers itself ready for Baby Friendly accreditation. An external team will be appointed to assess the CHS, which includes reviewing staff education, breastfeeding policy, parent education, parent handouts, and completing interviews with staff and mothers. Following assessment, a report is submitted to the BFHI Manager with a recommendation regarding Baby Friendly accreditation. The report is then reviewed by an independent assessor. The final decision regarding Baby Friendly accreditation is made by the Chief Executive Officer, Australian College of Midwives.

If, following assessment, a CHS is deemed to need remedial actions in one or more areas of the 7 Point Plan before Baby Friendly accreditation can be awarded, recommendations for specific improvements will be included in the assessment report. The process of taking action regarding improvements is a supportive one, and ultimately the aim is to see all applicants awarded Baby Friendly accreditation.

It is recommended that a further self-assessment be completed 18 months following accreditation as a quality improvement activity and to monitor that the CHS is continuing to meet the 7 Point Plan.

Baby Friendly accreditation is for three years, at which point the CHS will apply for re-accreditation and undergo another assessment.

Materials required for assessment

Before seeking assessment for BFHI accreditation or reaccreditation, the Community Health Service must have the following available, as the assessors will need to review these materials:

A copy of the full breastfeeding policy and the abstract/summary.	<input type="checkbox"/>
A copy of any other 'policies for BFHI' that meet the requirements of steps 1a and 1b. <i>This includes any policies, protocols or procedures which may be separate from the breastfeeding policy but are required to meet all the criteria stated in step 1a and 1b.</i>	<input type="checkbox"/>
Documentation on the facility's data management system for ongoing monitoring of the clinical practices (Points 3 to 7), including the sentinel indicators (Step 1c).	<input type="checkbox"/>
Evidence of the meeting schedule or similar which shows that clinical personnel meet at least every six months to review the results of the monitoring (Step 1c).	<input type="checkbox"/>
Copies of any clinical pathways which include implementation of BFHI requirements	<input type="checkbox"/>
	Antenatal <input type="checkbox"/>

Copies of any printed breastfeeding/infant feeding educational material made available to pregnant women/mothers/families at the facility, including printed information about follow-up and community resources given to mothers before discharge.	Postnatal	<input type="checkbox"/>
Any other handouts or sample bags made available by staff at the facility to mothers/families.		<input type="checkbox"/>
BFHI data for the most recent 12 months (Jan-Jun & Jul-Dec or Jul-Dec & Jan-Jun) using the BFHI Excel spreadsheet. If data that is more recent is available, facilities are encouraged to have this data, preferably up to the preceding month, available for assessors to review.		<input type="checkbox"/>

Community Health Service Information

Date Completed		
CHS Name		
Address		
CEO/Chief Administrator		
BFHI Coordinator		
Telephone		
Email		
Type of facility	Metro	
	Regional	
	Remote	
	Primary Health	
	Allied Health	
	General Practice	
	Maternal, Child and Family Health	
	Aboriginal & Torres Strait Islander Health	
	Other - please specify	
Services provided within the facility (<i>tick all which apply</i>)	Universal Contact (first visit)	
	Well Baby Clinic	
	Home Visiting	

	Clinic - by Appointment	
	Clinic - drop In	
	Breastfeeding Clinic	
	Day Stay	
	Residential Service	
	Parenting Groups	
	Antenatal Service	
	Outreach Service	
	Other – please specify	
Total number of sites in the Service:		
Street address of all sites in Service: (please attach additional pages if required)		
Additional Information about the Service (e.g. accessibility of location)		

CHS Staff	
Total number of Group 1 Staff	
Group 1 categories <i>[all staff who provide direct assistance with breastfeeding]</i>	
Total number of Group 2 Staff	
Group 2 categories <i>[staff who may provide breastfeeding advice but do not assist with breastfeeding]</i>	
Total number of Group 3 Staff	
Group 3 categories <i>[staff who have contact with pregnant and breastfeeding women]</i>	

Critical Management Procedures

POINT 1a: Have a written infant and young child feeding policy that is routinely communicated to all staff and parents		
1a.1	Does the CHS have a written policy or 'Policies for BFHI' that are routinely communicated to personnel and parents? (This may stand alone as a separate document, be included in a broader infant feeding policy, or be incorporated into a number of other policy documents and guidelines).	<input type="checkbox"/> Yes <input type="checkbox"/> No
1a.2	The Infant and Young Child Feeding Policy and any supporting protocols are evidence based, reflect contemporary practices and are consistent with BFHI standards	<input type="checkbox"/> Yes <input type="checkbox"/> No
1a.3	Does review of the policy/policies (and protocols) indicate that implementation of each of the points in the <i>Seven Point Plan</i> is adequately addressed: The Critical Management Procedures	
	Point 1a: Have a written infant and young child feeding policy that is routinely communicated to all staff and parents	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Point 1b: Comply fully with the International Code of Marketing of Breastmilk Substitutes and relevant World Health Assembly resolutions	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Point 1c: Establish-ongoing monitoring and data-management systems	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Point 2: Ensure that staff have sufficient knowledge, competence and skills to implement the infant and young child feeding policy	<input type="checkbox"/> Yes <input type="checkbox"/> No
	The Key Clinical Practices	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Point 3: Inform women and their families that breastfeeding is the biologically normal way to feed a baby	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Point 4: Provide timely support to mothers while they are establishing breastfeeding and during challenges maintaining breastfeeding	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Point 5: Support mothers to exclusively breastfeed up to six months, and encourage continued breastfeeding when complementary foods are introduced	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Point 6: Provide a supportive environment and information for all families, regardless of feeding choice	<input type="checkbox"/> Yes <input type="checkbox"/> No
Point 7: Work collaboratively with maternity facilities, breastfeeding support groups and the local community in order to protect, promote and support breastfeeding	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1a.4	Where the Infant and Young Child Feeding Policy is summarised for display, does the summary cover at least the <i>Seven Point Plan</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
1a.5	Is there a summary of the Infant and Young Child Feeding Policy displayed in each area of the CHS where it can be seen by clients and staff? If display of materials such as posters is restricted or not permitted, are there	<input type="checkbox"/> Yes <input type="checkbox"/> No

	procedures in place to ensure all clients and staff are made aware of the Infant and Young Child Feeding policy?	
1a.6	The Infant and Young Child Feeding Policy summary is displayed or available in each of the languages most commonly understood by 10% or more of women who use the CHS's services (it can be in low literacy or pictorial format).	<input type="checkbox"/> Yes <input type="checkbox"/> No
1a.7	Could Senior Staff and at least 80% of Group 1 and 2 personnel explain several practices or points in the <i>Seven Point Plan</i> that help promote breastfeeding in the CHS?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1a.8	Does the facility have policy statements which address support for staff to continue breastfeeding when they return to work?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1a.9	Does the CHS have policy statements, which address standards of care for the mother who is artificially feeding her baby, and includes the following points:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> Relevant personnel have received education to ensure that their knowledge about artificial feeding is current? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> Relevant personnel have the skills to teach mothers correct preparation, storage and handling of powdered infant formula? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> Mothers who are considering artificial feeding are supported to make a fully informed choice, appropriate to their circumstances? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> All mothers who use the CHS and are using infant formula have been given adequate information and instruction? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> Instruction on artificial feeding is given only to parents who need it; there is no group instruction; it is done privately, away from breastfeeding mothers? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> Instructional materials on artificial feeding which are shown or given to parents are free from advertising, do not refer to or contain images of an identifiable product, and comply with the WHO International Code? 	<input type="checkbox"/> Yes <input type="checkbox"/> No

POINT 1b: Comply fully with the *International Code of Marketing of Breastmilk Substitutes* and relevant World Health Assembly resolutions

1b.1	Does the CHS have policy statements which address implementation of the WHO International Code and include each one of the following points:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> Adherence by the CHS and its staff to the relevant provisions of the WHO International Code and subsequent WHA resolutions? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> All promotion of artificial feeding and materials which promote the use of infant formula, feeding bottles and teats is prohibited? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> The CHS is not permitted to receive or distribute free and subsidised (low cost) products within the scope of the WHO International Code? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> The distribution to parents of take home samples and supplies of infant formula, bottles and teats is not permitted? 	<input type="checkbox"/> Yes <input type="checkbox"/> No

	<ul style="list-style-type: none"> There are restrictions on access to the CHS and staff by representatives from companies in relation to marketing or distributing infant formula products or equipment used for artificial feeding? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> There is no direct or indirect contact of these representatives with clients and their families? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> The CHS does not accept free gifts, non-scientific literature, materials or equipment, money, or support for in-service education or events from these companies if there is any association with artificial feeding or potential promotion of brand/product recognition in relation to infant feeding? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> There is careful scrutiny at the institutional level of any research which involves mothers and babies for potential implications on infant feeding or interference with the full implementation of the policy. 	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.2	Are there no materials being used, distributed or displayed to parents, which are unsupportive of breastfeeding, with the exception of informational material given individually to parents who have chosen to artificially feed their baby?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.3	Are there no materials or literature used, displayed or distributed to parents, produced by a company which markets or distributes infant formula products or equipment used for artificial feeding?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.4	Are there no materials or literature used, displayed or distributed to parents, which picture or refer to a propriety product that is within the scope of the WHO International Code?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.5	Educational materials including videos/DVDs, handouts and sample bags/gifts which are shown to, made available and/or distributed to clients are free of:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> promotion of artificial feeding, bottles, teats and dummies and contain no samples or redeemable vouchers for these products? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> information or articles which normalise artificial feeding? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> advertisements or promotion of infant, follow-on or toddler formula? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> advertisements or promotion of equipment for artificial feeding including bottles and teats? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> samples or coupons for products within the scope of the WHO International Code? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> information which contradicts exclusive breastfeeding for around 6 months as the norm? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> recommendations for scheduled feeds? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> advertisements for dummies? 	<input type="checkbox"/> Yes <input type="checkbox"/> No

1b.6	Are there restrictions on access to the CHS and staff by formula company representatives. Are company representatives not permitted to have direct or indirect contact with clients.	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.7	Does the CHS and its personnel not accept or distribute to clients free or subsidised (low cost) samples or supplies of breastmilk substitutes, teats, bottles or dummies?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.8	If the CHS has retail outlets/kiosks on site, where possible has the service endeavoured to restrict or minimise the promotion and/or sale of materials that are unsupportive of breastfeeding and/or inconsistent with the <i>Infant and Young Child Feeding Policy</i> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.9	If there is a residential service, are breastmilk substitutes including special formula and other supplies required for artificial feeding purchased through normal procurement channels or are brought in by parents for feeding their own infants?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.10	If there is a residential service, infant formula and equipment required for artificial feeding are not openly displayed at the site	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.11	If there is a residential service, there is adequate space and necessary equipment to give individual instruction on how to prepare formula away from breastfeeding mothers	<input type="checkbox"/> Yes <input type="checkbox"/> No
1b.12	Could senior staff and at least 80% of the Group 1 and 2 personnel can explain at least two elements of the WHO International Code?	<input type="checkbox"/> Yes <input type="checkbox"/> No

POINT 1c: Establish ongoing monitoring and data-management systems

1c.1	Does the CHS have a data management system for ongoing monitoring of the five key clinical practices (Points 3 to 7)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1c.2	Do clinical personnel at the CHS meet at least every 6 months to review the results of the monitoring?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1c.3	If the facility has been assessed before, have all recommendations made at the last assessment been addressed?	<input type="checkbox"/> Yes <input type="checkbox"/> No

POINT 2: Ensure that staff have sufficient knowledge, competence and skills to implement the infant and young child feeding policy

2.1	Does the CHS maintain records that show that at least 80% of the Group 1 personnel have completed at least 8 hours of BFHI education in the previous 3 years?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.2	Does the CHS maintain records that show that at least 80% of the Group 2 personnel have been provided with the relevant information in the previous 3 years?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.3	Are new personnel, casual personnel, students, locums and others who assist or advise mothers with infant and young child feeding oriented to the policies and protocols?	<input type="checkbox"/> Yes <input type="checkbox"/> No

2.4	Are the BFHI education options for Groups 1, 2 and 3 comprehensive and do they meet the requirements for this Point?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.5	Does assessment/review/monitoring of Group 1 skills and knowledge meet the requirements for this Point?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.6	Could at least 80% of Group 1 personnel adequately answer questions on:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	• breastfeeding management?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	• breastmilk storage	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.6	• infant formula preparation and feeding with a bottle	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.7	Do Group 2 personnel have the skills and knowledge to support the implementation of the <i>Infant and Young Child Feeding Policy</i> (as applicable to their role)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.8	Do Group 3 personnel know why breastfeeding is important and know at least two practices which support or promote breastfeeding in the CHS?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Key Clinical Practices

POINT 3: Inform women and their families that breastfeeding is the biologically normal way to feed a baby.		
3.1	Can the Senior Staff explain how are women informed that breastfeeding is the biologically normal way to feed a baby?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3.2	Could at least 80% of Group 2 personnel give at least two reasons why breastfeeding is important?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3.3	Could at least 80% of Group 3 personnel give at least two reasons why breastfeeding is important?	<input type="checkbox"/> Yes <input type="checkbox"/> No

POINT 4: Provide timely support to mothers while they are establishing breastfeeding and during challenges maintaining breastfeeding		
4.1	The transition from maternity care to community-based support and services is managed so that mothers and babies have timely access to skilled help with infant feeding.	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.2	The service ensures timely and appropriate support as mothers establish breastfeeding.	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.3	Could at least 80% of mothers report that they were satisfied with how soon the service contacted them and provided support with feeding after they were discharged from the care of the maternity facility?	<input type="checkbox"/> Yes <input type="checkbox"/> N
4.4	Could at least 80% of mothers who had difficulties while establishing breastfeeding report that they were provided with information or assistance by CHS staff to manage that difficulty.	<input type="checkbox"/> Yes <input type="checkbox"/> No

4.3	Senior staff, Group 1 and Group 2 personnel can describe an appropriate referral pathway within the Community Health Service for a mother who is experiencing breastfeeding difficulties	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.4	Could at least 80% of the Group 1 personnel describe acceptable information that they provide to mothers about positioning and attaching their babies for a breastfeed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.5	Could at least 80% of mothers with babies <6 months old	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> report that they were given information or assistance with positioning and attachment if required? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> report that they were given information or assistance on how to manage their breasts if they become uncomfortably full and their baby is asleep or separated from them? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> answer questions on breastfeeding management 	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.6	Could at least 80% of mothers with babies >6 months old, who had difficulties with breastfeeding, report that they were provided with information or assistance by CHS staff to manage those difficulties?	<input type="checkbox"/> Yes <input type="checkbox"/> No

POINT 5: Support mothers to exclusively breastfeed up to six months and encourage continued breastfeeding when complementary foods are introduced.

5.1	Could senior staff and at least 80% of Group 1 and Group 2 personnel:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> describe at least two of the acceptable medical reasons for recommending / feeding breastmilk substitutes to a breastfeeding baby? (<i>If making decisions about using infant formula is part of their role</i>) 	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> describe what should be discussed with a breastfeeding mother who is considering changing to feeding her baby with infant formula, including the potential risks? 	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.2	Could at least 80% of Group 1 and Group 2 personnel describe the WHO or NHMRC recommendations regarding exclusive breastfeeding, introduction of solids and optimal duration of breastfeeding	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.3	Could at least 80% of breastfeeding mothers answer questions on exclusive breastfeeding and introduction of solids	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.4	Could at least 80% of breastfeeding mothers with babies >6 months old report that they have been offered advice and where to find further information about maintaining breastfeeding when separated from their baby, perhaps for work or study, if needed.	<input type="checkbox"/> Yes <input type="checkbox"/> No

POINT 6: Provide a supportive environment and information for all families, regardless of feeding choice.

6.1	The service communicates to mothers and families attending the service that breastfeeding is welcome.	<input type="checkbox"/> Yes <input type="checkbox"/> No
6.2	Does each site in the CHS have a clean, pleasant, comfortable area for feeding babies, regardless of feeding choice, and where space allows, a private area can be provided on request	<input type="checkbox"/> Yes <input type="checkbox"/> No

6.3	Are mothers who start using infant formula given instruction and supervised practice on the reconstitution of powdered infant formula and how to bottle-feed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
6.4	Could at least 80% of mothers who have fed their baby with infant formula, regardless of feeding choice:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<ul style="list-style-type: none"> report that they were given information or support from staff at the CHS if they needed it report that they felt welcome to feed their babies at the CHS if they needed to 	<input type="checkbox"/> Yes <input type="checkbox"/> No
6.5	Could at least 80% of formula feeding mothers with babies >6 months old, correctly answer questions about feeding their babies.	<input type="checkbox"/> Yes <input type="checkbox"/> No

POINT 7: Work collaboratively with maternity facilities, breastfeeding support groups and the local community in order to protect, promote and support breastfeeding

10.1	Collaboration in the production or review of the Infant and Young Child Feeding Policy included consultation with representatives outside the CHS.	<input type="checkbox"/> Yes <input type="checkbox"/> No
10.2	Senior staff can report on how the CHS works collaboratively with maternity facilities, breastfeeding support groups and the local community in order to protect, promote and support breastfeeding	<input type="checkbox"/> Yes <input type="checkbox"/> No
10.3	Senior staff can outline the infant feeding support groups and services available in the local area.	<input type="checkbox"/> Yes <input type="checkbox"/> No
10.4	Could at least 80% of breastfeeding mothers with babies <6 months old identify at least one infant/breastfeeding support group and/or service in the local area?	<input type="checkbox"/> Yes <input type="checkbox"/> No
10.5	If there is a residential service, does the CHS facilitate ongoing support for mothers following discharge?	<input type="checkbox"/> Yes <input type="checkbox"/> No