### Baby Friendly Health Initiative Strategic Plan

#### 2012—2017

#### Vision

All babies have the best start in life

#### Goal

Baby Friendly accreditation is the acknowledged and expected standard for all Australian health services who care for mothers, babies and families

#### Key Objectives

- **Ensure good governance & management of BFHI**
- **Provide fair, consistent, timely & supportive accreditation of Health Services**
- **Enhance communication & marketing to advance Goal**
- **Engage with stakeholders to advance Goal**
- **Ensure continuous improvement in BFHI education and practice standards**

#### Activities

- Develop & implement communications plan
- Refine & implement complaints/appeals process
- Develop & implement business plan
- Implement BFHI Community
- Review/redesign assessment process & pricing structure
- Develop BFHI database
- Develop Manifesto—key messages
- Develop & implement marketing plan
- Seek and respond to opportunities—marketing, lobbying, collaborating, liaising, media
- Engage with BFHI Reference Groups & key stakeholders
- Develop training/competency standards
- Develop BFHI education packages & resources
- Develop evaluation framework

#### Outcomes

- Regular communications & meetings
- Complaints/appeals process refined/implemented
- Business plan implemented
- BFHI Community implemented
- Assessment process reviewed & changes implemented
- Database implemented
- Manifesto finalised and promoted to stakeholders
- Marketing plan implemented
- Media and lobbying opportunities responded to—timely, on-message
- BFHI Reference Groups—consultation, project groups, local liaison
- Key stakeholders—consultation, collaboration
- Training program for assessors implemented
- Education packages available
- Evaluation framework implemented

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