Call for Proposals

Support to re-vitalize BFHI and develop National BFHI tools for operationalizing BFHI

Background
The Baby-Friendly Hospital Initiative (BFHI) was launched by WHO and UNICEF in 1991 to further the protection, promotion and support of breastfeeding. The initiative helps maternity facilities worldwide to adopt optimal policies and care practices for the successful start to breastfeeding, framed in the Ten Steps to Successful Breastfeeding. BFHI has measurable and proven impact, increasing the likelihood of babies being exclusively breastfed for the first six months. All health care professionals who care for women and children during the postnatal period and beyond have a key role to play in establishing and sustaining breastfeeding. Many health workers cannot fulfil this role effectively because they have not been trained to do so. WHO in coordination with Health Protection Agency is seeking technical support to revive, strengthen and promote the baby friendly hospital (BFHI) program in Maldives specifically to carry out advocacy, build capacity of relevant stakeholders to revitalize BFHI program, adapt monitoring tools and develop operational tools for internal monitoring of BFHI to strengthen institutional support given to mothers and babies to scale up breastfeeding and IYCF interventions.

Work to be performed

- Review of available national documentation on breastfeeding support to evaluate and incorporate integration of the 10steps and BFHI in other existing initiatives and standards for maternal and newborn health, health-care improvement, health-systems strengthening and quality assurance standards including preservice trainings etc.
- Conduct advocacy and knowledge building sessions for healthcare providers, professional bodies, facility managers and policy levels and other relevant audiences and support to formulate a national coordination committee on implementing BFHI
- Improve competency and enhance the capacity of the programming staff, coordination body on implementing BFHI, healthcare providers including facility managers on BFHI to renew and operationalize the BFHI initiative.
- Support the adaption/development of national BFHI tools based on the global 2018 BFHI guidance including internal monitoring tools.
- Support to develop a group of health professionals as future trainers and assessors.

Expected Deliverables

- National BFHI tools based on the WHO 2018 BFHI Implementation Guidance and subsequent BFHI documents are drafted, validated and approved
- Incorporation of key BFHI indicators into key existing quality of care standards
- Training material and training agenda on the BFHI based on the latest and supporting documents approved
- 3 Advocacy sessions conducted to policy makers and facility managers facilitate discussion on identification of areas of integration for BFHI in quality-of-care standards, MCH and other relevant programs
• 1 TOT training and 1 regional level BFHI training conducted with pre- & post test results, and report available
• A core group of health care providers (20-30) trained on BFHI trainers and assessors.
• Accreditation of one hospital for BFHI supported
• Final report (along with accompanying tools and resources) with recommendations on immediate next steps and to ensure the sustainability of the initiative in Maldives

Qualifications, experience, skills and languages

Educational Qualifications:
University degree in one of the disciplines relevant to the following areas: Public health nutrition, public health, maternal and child health, medicine, pediatrics, nursing etc

Experience:
At least five (5) years of relevant and progressive professional work experience, in the field of maternal and child health. Trained breastfeeding counsellors and those with experience in both clinical and teaching on breastfeeding, BFHI and IYCF are desired

Skills/Knowledge:
• Strong interpersonal skills and, experienced in facilitating multi-stakeholder meetings.
• Excellent writing, facilitation, reporting and presentation skills.
• Excellent coordination competencies
• Demonstrated ability to effectively work with others and communicate in a multicultural environment.

Languages and level required (Basic/Intermediate/Advanced):
Excellent knowledge of written and spoken English/Divehi

Application:
• Interested institutions are requested to send their profiles along with technical and financial proposal to sewhomav@who.int with subject ‘Re-vitalize BFHI’ by 12 June 2023.