The Baby Friendly Hospital Initiative

The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding. The BFHI assists hospitals in giving mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies safely, and gives special recognition to hospitals that have done so.

(http://www.babyfriendlyusa.org/eng/01.html)
Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
Ten Steps to Successful Breastfeeding

6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
7. Practice “rooming in”-- allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
12. Give no pacifiers or artificial nipples to breastfeeding infants.
14. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

(http://www.babyfriendlyusa.org/eng/10steps.html)
Why is Breast milk Best?

FOR BABY
• Provides the most complete nutrition possible.
• Studies have shown that breastfed children have reduced risk of serious illness such as SIDS, childhood cancers, and diabetes.
• Research also shows that breastfed babies have higher IQ scores, as well as better brain and nervous system development.

FOR MOTHER
• Recent studies show that women who breastfeed have decreased risks of breast and ovarian cancer, anemia, and osteoporosis.
Why is Breast milk Best?

BOTH MOTHER & BABY
• Enjoy the emotional benefits of the very special and close relationship formed through breastfeeding.

ECONOMIC
• Breast milk is free.
• Breastfeeding provides savings on health care costs and related time lost to care for sick children.
Why is Breast Milk Best?

SOCIETY

• Breastfeeding uses none of the tin, paper, plastic, or energy necessary for preparing, packaging, and transporting artificial baby milks. Since there is no waste in breastfeeding, each breastfed baby cuts down on our pollution and garbage disposal problems.

• Research shows that exclusive breastfeeding naturally spaces pregnancies.

(http://www.womenshealth.gov/breastfeeding/benefits/)
The Idea: The Baby Friendly Task Force

- October 2007, Dr. Esther Chung brought up the idea of initiating BFH to Dr. Turow and Dr. McNett
- Identified the need to increase breastfeeding initiation rates at TJUH; initiation rates for women was 51% (2006 PA Dep’t. Health)
- From the start these pediatricians envisioned a multidisciplinary team approach
The First Step: Form a Core Group

- Dr Chung convened a core group to share her idea:
  - Dr. Turow, Director of the Newborn Nursery
  - Helen Costa, Fern Bernstein, Betty Anne Hedges, Staff Nurses on the Mother Infant Unit and Certified Lactation Consultants
  - Deb Carl, OB/GYN Nurse Coordinator for Family Practice and Lactation Consultant
  - Kay Hoover, Lactation Consultant, Community-based independent consultant
The First Step: Form a Core Group 4/08

- The group discussed the 10 Steps to Successful Breastfeeding (we were deficient in 9 of the 10 steps)
- Discussed how we could become a Baby Friendly Hospital
- Unanimously agreed that a multidisciplinary task force should be instituted to reach the goal of establishing a more Baby Friendly Hospital Environment
The First Meeting: The Baby Friendly Task Force

- First official meeting convened: February 2008
- First Breast Feeding Policy written April 12, 2008
- At the first meeting, participants used a round-robin format to discuss our group vision and purpose. Consensus discussion was key here and provided the founding principle for future meetings.
The First Meeting: The Baby Friendly Task Force

• **Vision:**
  “Creating Healthy Humans Through Good Nutrition”

• **Purpose:**
  *To initiate the journey toward a baby friendly environment from the prenatal period, through the delivery room, the nursery, and continuing seamlessly through the first year of life. Each stage of development builds upon the last.*
Big Ideas-

Lots of Questions

- **Budget:** Would departments support attendance of members at the meeting?

- **Logistics:** How could we work together? Could we find a convenient time and place to meet?

- **Goals:** How would we identify what needs to be done?

- **Priorities:** How could goals be prioritized? How could we all work together to make a difference?
The Momentum Built…

Initiatives

• Breast Feeding Policies Created
• 1st Poster for World Breast Feeding Week
• Lactation Lounges Established
• Skin-to-Skin Contact in DR
• NICU Breastfeeding Initiative
• Lactation Support Group
A Closer Look: Skin-to-Skin Contact (SSC) in the Delivery Room

• Before 2008 we were not doing SSC in the DR with any consistency

• Approximately six months to plan, educate staff, and implement SSC

• Before 2009, we have no SSC data

• As of March 2009 data collection started
## SSC Statistics

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A Closer Look: Breastfeeding Support Group

- No support group for breastfeeding women at our hospital
- Lactation consultants interested in being facilitators
- Task force members visited other hospitals
- Approximately 6 months to develop
- Project was highlighted for Magnet as an interdisciplinary team project that served the community
Education Initiatives

• A Nurse Competency for Breastfeeding was created by Helen Carter-Costa, RN, IBCLC and additional education provided by Nikki Lee RN, IBCLC, CCE (Philadelphia Dep’t. of Public Health) for nursing staff in MCH specialty.

• Dr. Turow created the Breastfeeding Elective for Pediatric Residents. Two residents have completed this program. FP residents plan to participate.
Research

- Attitudes of maternal child health nurses regarding breastfeeding
  - Key to understanding problems nurses encounter with breastfeeding and rooming-in
  - Survey created by a staff nurse, Margie Monahan and CNS Carol Carofiglio
  - Survey is currently being conducted on the Mother Infant Unit
Future Goals

- Ban the bag
- Improving 24-hour rooming-in (especially at night)
- Increase availability of lactation consultants
- Increase the number of mothers who attend the lactation support group
- Facilitate teaching about breastfeeding in the prenatal period
- Implement a breastfeeding clinic