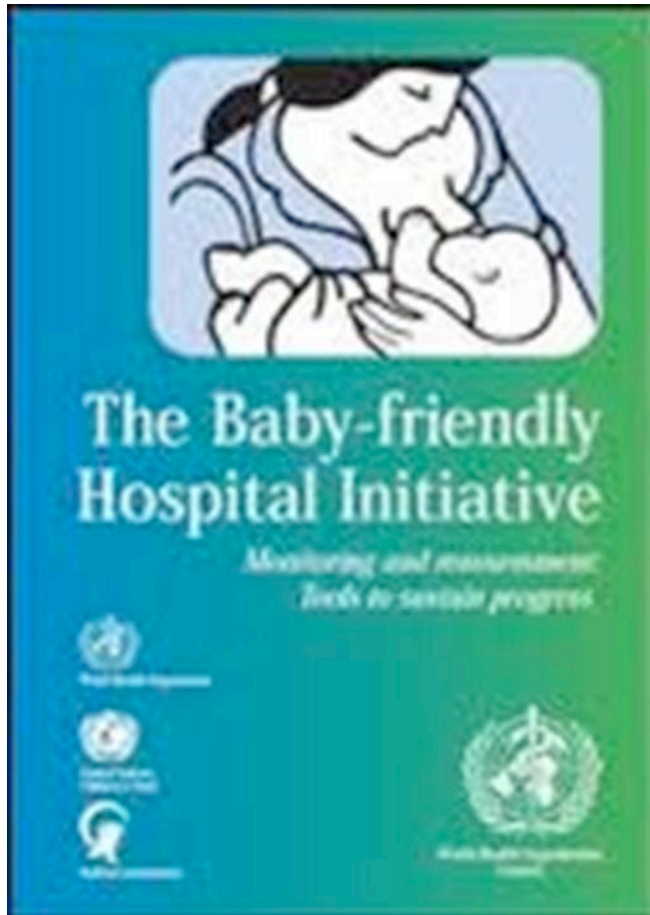


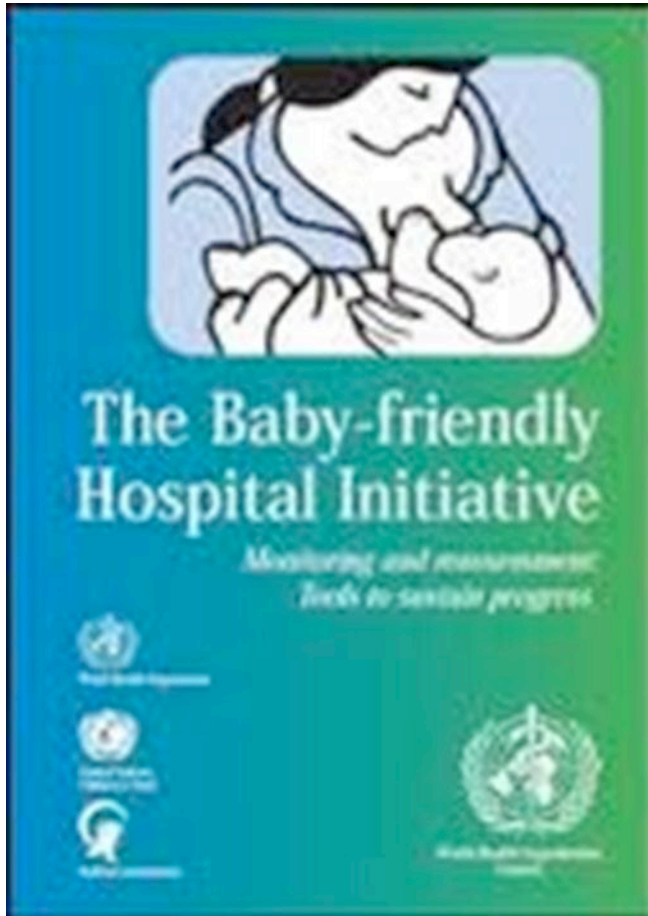
BABY FRIENDLY HOSPITALS

KATHY VENTER. 2011



A global WHO/UNICEF initiative to increase breastfeeding rates and improve population health outcomes for ALL

The Baby Friendly Initiative



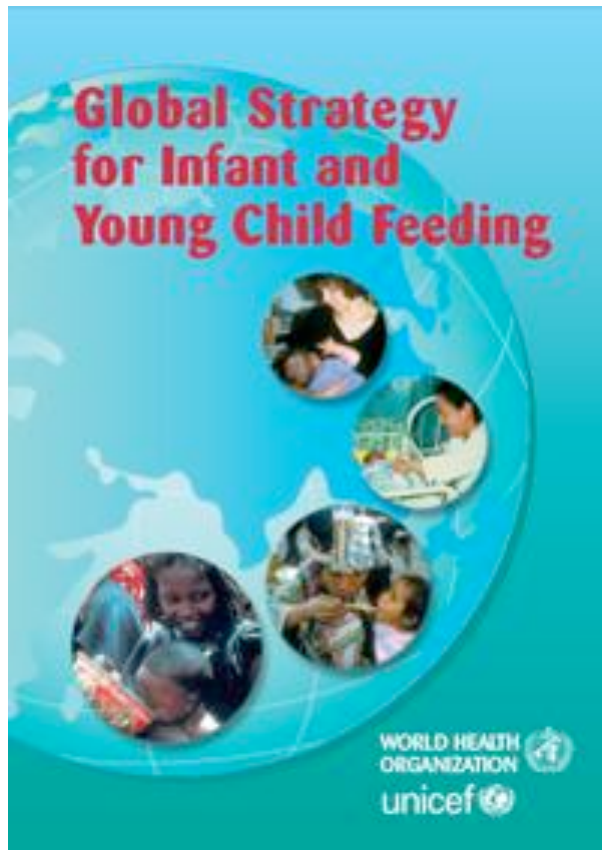
Based on the principles of informed decision making and best practice standards throughout the continuum of care.

The Baby Friendly Initiative

Health is a state
of complete physical,
mental, and social
well-being and
not merely the
absence of disease
or infirmity.



The WHO Constitution

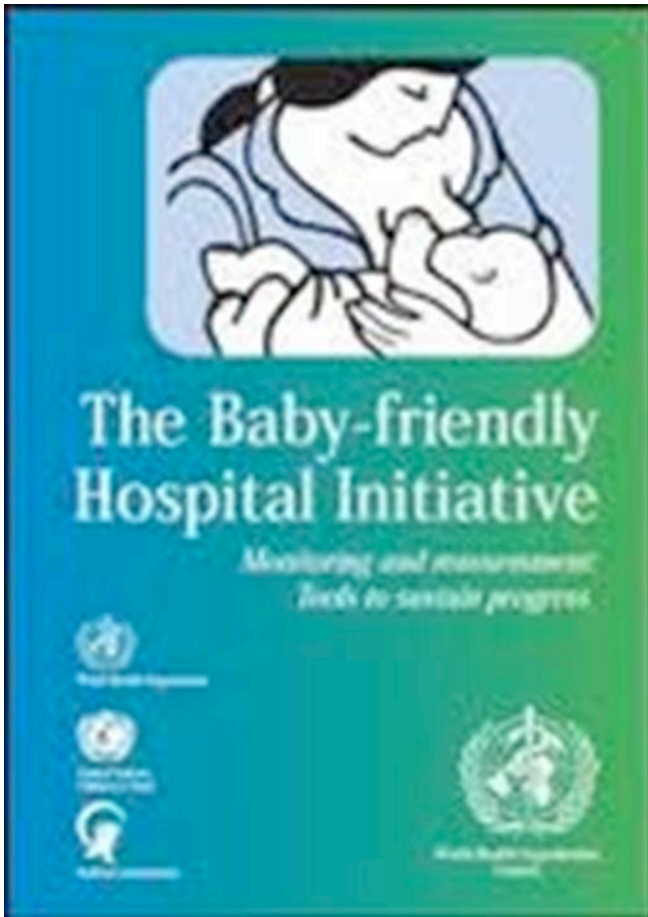


The International Code of
Marketing of Breastmilk
Substitutes 1981

WHA Resolutions

Baby Friendly Hospital
Initiative 1991

Global Strategy for Infant and
Young Child Feeding
WHA 18th. May 2002



Evidence based

Best practice

Outcomes-oriented

Protects, Promotes & Supports BF

Protects the artificially fed infant

All mothers & babies benefit

*The Baby Friendly
Initiative*

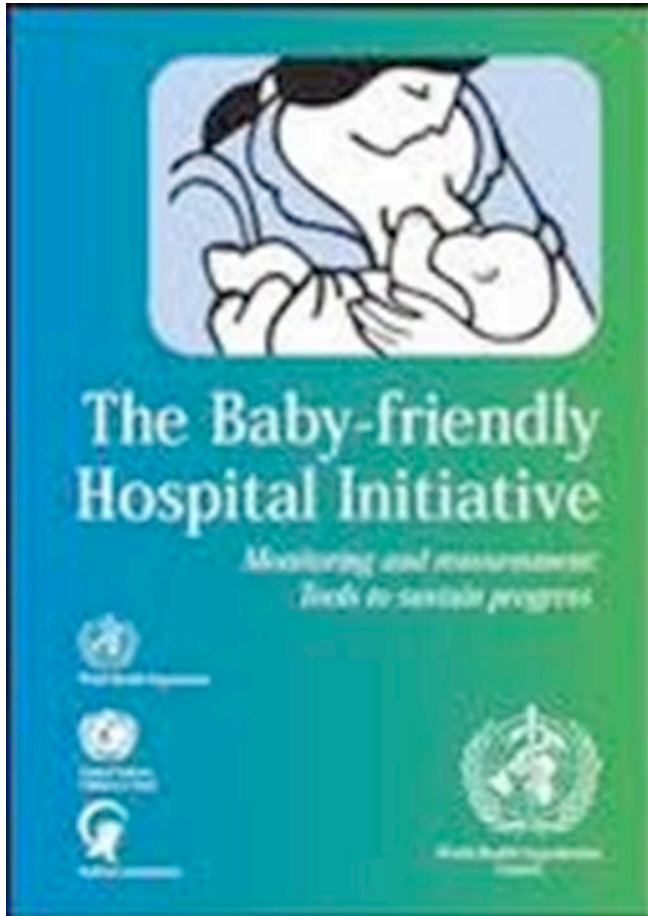
- Informed decision making
- Promoting and sharing evidence-based and best practice
- Support breastfeeding across the continuum of services through collaboration
- Working toward empowerment and public participation



Guiding Principles

- Improved breastfeeding outcomes for mothers and babies
- Adequate practice outcomes as determined by the assessment
- The process of changing attitudes and practice is important, not “passing” or “failing”

Guiding Assumptions



Improved breastfeeding outcomes for mothers and babies

What are the stats?

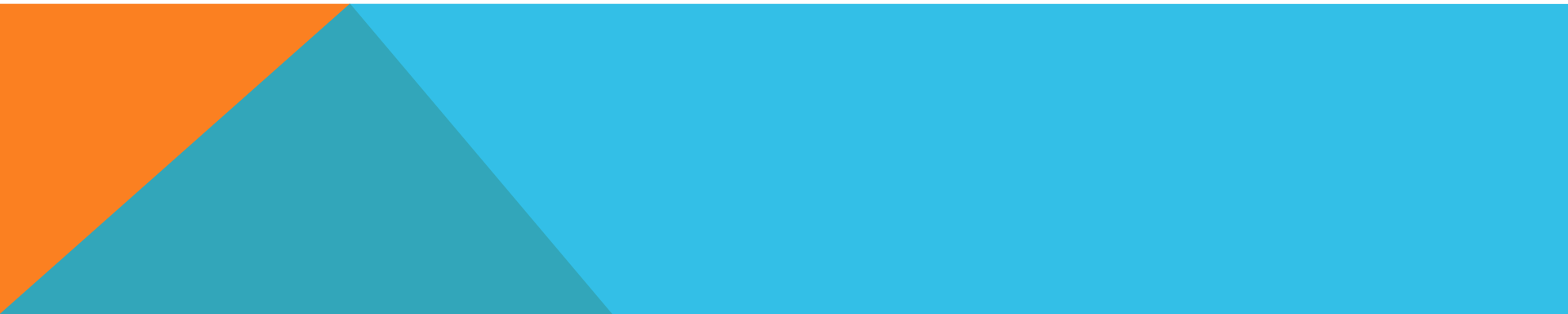
- *Exclusive BF*
- *Any BF*
- *Med Indicated?*

The Baby Friendly Initiative

- Positive attitude - all levels
- Consistent information
- No unnecessary separation/intervention
- Support is available throughout the continuum
- No commercial influence

**Adequate Practice Outcomes As
Determined By The Assessment**

The process of
changing attitudes and
practice is important,
not “passing” or
“failing”



Breastfeeding Committee for Canada (BCC)

The National Authority for the WHO/UNICEF Baby-Friendly™ Initiative (BFI)



Guidelines for WHO/UNICEF Baby-Friendly™ Initiative (BFI) in Canada

Practice Outcome Indicators for:
Baby-Friendly™ Hospitals (The Ten Steps)
Baby-Friendly™ Community Health Services (The Seven Points)

March 24, 2004

GUIDING ASSUMPTIONS

The Baby-Friendly™ Initiative (BFI)

- The Baby-Friendly™ Initiative is an international program to improve breastfeeding outcomes for mothers and babies by improving the quality of their care.
- The Canadian Practice Outcome Indicators for Hospitals (*The Ten Steps*) and Community Health Services (*The Seven Points*) are the guidelines for facilities and assessors to know what outcomes are expected i.e. what constitutes evidence of good practice. The process of changing attitudes and practice is important, not "passing" or "failing" the assessment.
- To support the continuum of care and the need for collaboration, Practice Outcome Indicators for Hospitals (*The Ten Steps*) and Community Health Services (*The Seven Points*), are included, together with Checklists and Appendices.
- The global assessment tool (as updated to reflect these Canadian Indicators) will uncover adequate evidence of Baby-Friendly™ practice outcomes in the facility being assessed.
- 18 hours of education, including 3 hours of supervised clinical instruction, is recommended, not required, if all practice outcomes are adequate.

Principles of Population Health (Health Canada 2001)

- Focus on improving the health of an entire population or sub-population.
- Invest upstream in order to address root causes of problems.
- Base decisions on evidence.
- Apply multiple strategies to act on the determinants of health.
- Collaborate across levels and sectors.
- Employ mechanisms to engage citizens.
- Increase accountability for health outcomes.

© Breastfeeding Committee for Canada 2002

May be copied in its entirety, not to be adapted without permission and not to be used for commercial purposes.

Global Criteria and
WHO Code

Practice Outcome
Indicators

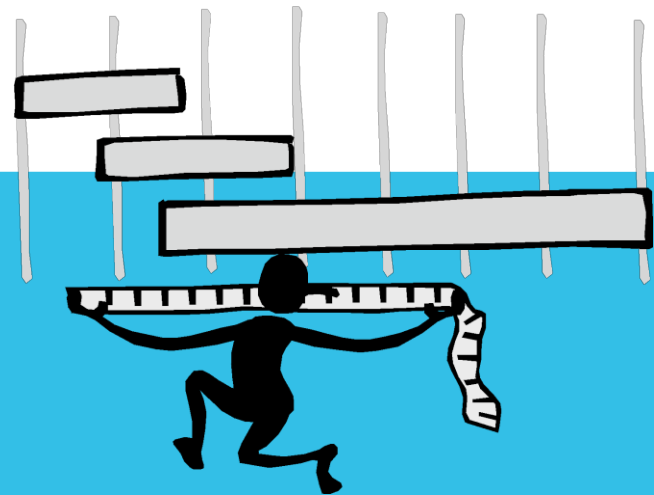
Assessment
Process

Monitoring and
Mentoring

The Tool Box

1

Find out where the staff are at by facilitating them to identify needs and concerns and to formulate objectives for the journey.

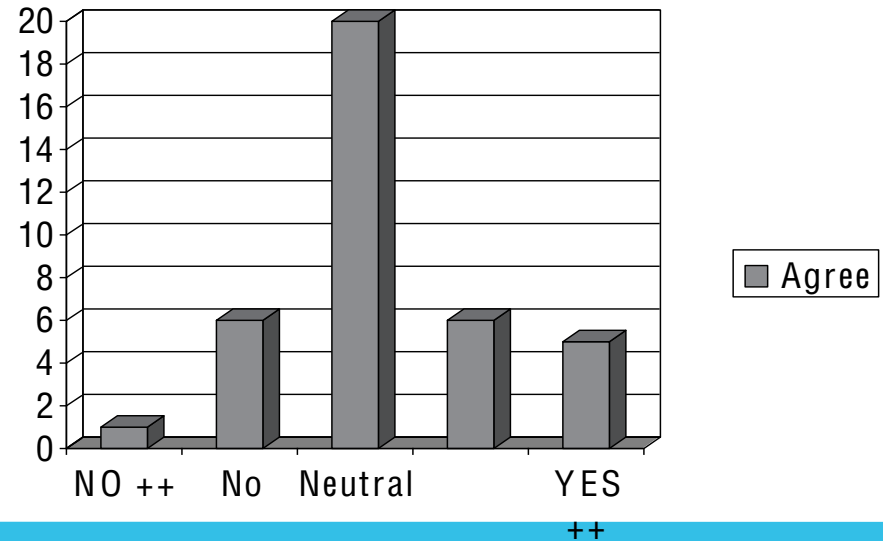



HEALTH CARE PROVIDERS RESPONSES


“There is a real health difference between babies who are breastfed and babies who are bottle fed.”

(Martens, 1997)

Strongly disagree	1
Disagree	6
Neutral	20
Agree	6
Strongly agree	5




- Gather all existing info /policies, guidelines etc... check for accuracy and validity
 - Survey all the staff and as many of the patients as possible.
 - What are we doing well?
 - Is the greatest challenge attitude, information or skills?
- 



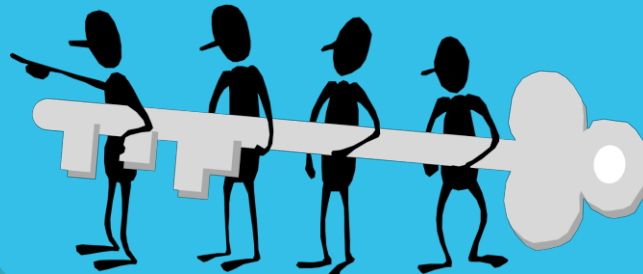
Look at everything the
facility IS doing to support
breastfeeding...

**Build on small
successes!**



Information and skills are fairly easy to provide/obtain -

**Attitude change takes time,
commitment, patience, and
optimism...**





Shift the paradigm!

“We must become the change we want to see in the world.”

Mahatma Gandhi



Step 1: Policy



It's time to take your First Steps!

Connect with the Ontario Breastfeeding Committee (OBC) website at www.breastfeedingontario.ca. Learn what others are doing across Ontario by networking with the Community Health Centres and Public Health Subcommittees in person or by teleconference.

Visit the Breastfeeding Committee for Canada (BCC) website at www.breastfeedingcanada.ca. Learn more about BFC and find the resources you will need.

Create awareness in your organization. Posters, newsletters, fact sheets, meetings and workshops are just a few of the ways to get the word out.

Establish a Baby-Friendly™ working committee in your workplace. Include staff and managers involved with providing services to pregnant women, new mothers and babies. Remember to plan for input from clients, too!

Apply endorsement from administration. Demonstrate how BFC impacts positively on breastfeeding rates and client satisfaction. BFC standards are evidence-based and recommended by professional organizations.

Designate the self-appraisal coordinator. This will help assess the readiness level of your organization as you start the Baby-Friendly process.

Implement the Ten Steps to Successful Breastfeeding or the Seven Baby-Friend Plus. Use the guidelines and Practice Outcome Indicators from the BCC. You might choose to start with easy steps that you can do with just a few resources.

Submit your self-appraisal to the BCC. Breastfeeding policies and practices, as well as client satisfaction and resources, will be reviewed with recommendations for changes.

Arrange for your pre-assessment by the BCC. Observations and interviews will be conducted during a short on-site visit by a Baby-Friendly Assessor. You will need to develop a budget for expenses and fees.

Plan your external assessment for Baby-Friendly designation. An in-depth assessment by a team of Baby-Friendly Assessors will be conducted over several days. You will need to develop a budget for expenses and fees.



Our Promise to Families in the Special Care Nursery

We promise that:

- Our Hospital has a breastfeeding policy
- Our staff have breastfeeding education and have special knowledge about breastfeeding for premature babies
- We will talk to you about breastfeeding
- We will teach you to express and store breastmilk for your baby
- We will help you to learn to breastfeed
- We will help you to start breastfeeding when your baby is ready
- When your baby is ready, we will encourage you to feed your baby breastmilk only and breastfeed whenever your baby wants
- You will be given a list of community resources



Katya deDaria

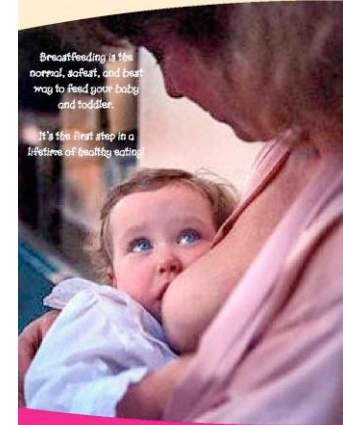


R. DeWitt
 Rob DeWitt
 President & CEO

Nova Scotia promotes, protects, and supports breastfeeding!

It is our policy to promote, protect, and support breastfeeding, and to respect the decision each mother makes about how to feed her baby.

We pledge to help you and your baby breastfeed – in hospital, at home, and in the community.



Breastfeeding is the normal, safest, and best way to feed your baby and toddler.

It's the first step in a lifetime of healthy eating!

- In hospital...**
- Everyone who takes care of you before, during, and after the birth of your baby is trained to support you while you begin breastfeeding.
 - We will give you all the information you need to make an informed decision about feeding your baby (breast or the same – mixed or exclusive).
 - We will encourage skin-to-skin contact between you and your baby right after birth to help you get a good start breastfeeding.
 - We will help you learn how to position and latch your baby to breastfeed successfully.
 - We will not feed your baby anything other than your breasts unless it's truly needed.
 - We will keep you and your baby together – day and night.
 - We will help you learn to understand hunger signs and feeding cues so you know when to feed your baby.
 - We will not give you baby bottles or bottles with nipples (unless there are clear problems with breastfeeding).
 - We will make sure you know about community breastfeeding support programs and have their phone numbers.
- In the community...**
- Our staff is specially trained to support you with breastfeeding your baby.
 - While you're pregnant, we will give you all the information you need to make an informed decision about feeding your baby (breast or the same – mixed or exclusive).
 - We will support you to feed your baby only breastmilk for the first 6 months.
 - We will help you to learn about the additional needs your baby needs from six months on and continue to be breastfed.
 - We will continue to support you and your baby to breastfeed for as long as you choose.
 - We will offer a welcoming place for you to breastfeed your baby.
 - We will work with your community to promote, protect and support breastfeeding.



Step 2 : Education

Many ways to obtain the required education:

BFI is outcomes oriented.

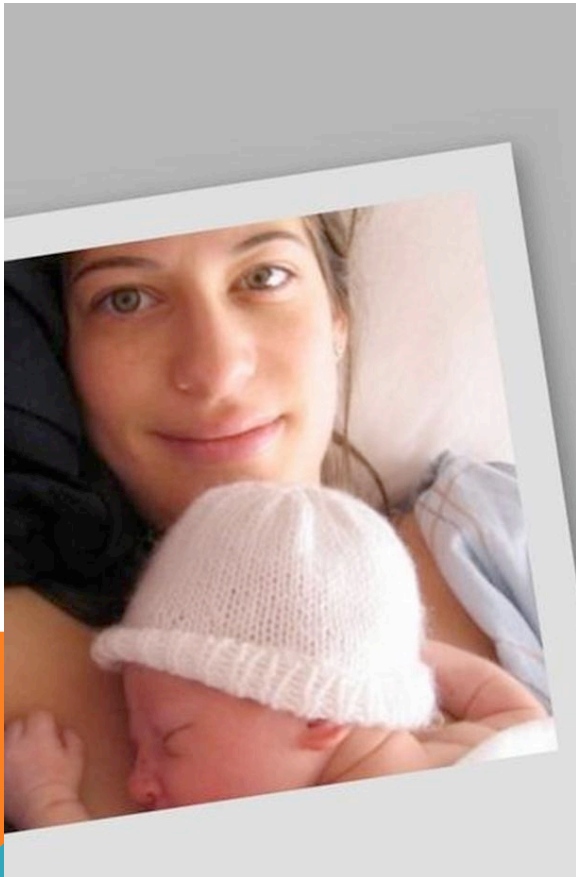


*'Making a Difference'
Breastfeeding Course - Train
the Trainer Course in BC*

Step 3 : Inform Pregnant Women



Step 4 : Help mothers initiate breastfeeding...



Skin to skin initiates organized, predictable, sequential, pre-feeding behavior that leads to effective, coordinated suckling.

Step 5 : . Show mothers how to breastfeed ...

and how to maintain lactation even if they should be separated from their infants.

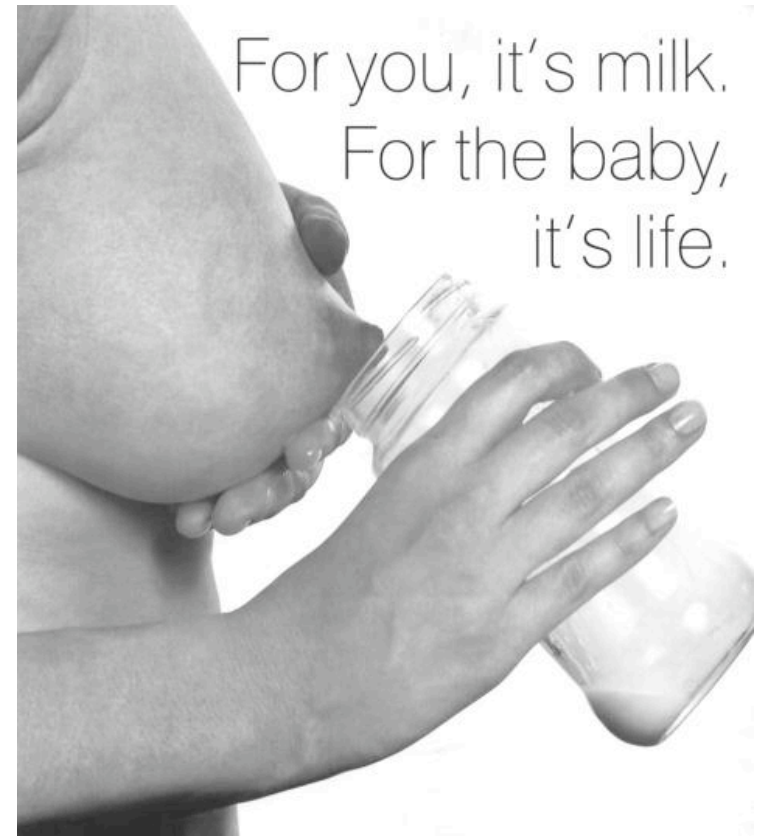
NB. one on one teaching especially for mothers who are formula feeding



**Step 6 : Breastfeed/milk
exclusively...**

... no unnecessary
supps.

NB. medical indications
& informed decision
making.



Health Canada. Expert Advisory Panel on
Exclusive Breastfeeding. Exclusive breastfeeding
duration 2004. Health Canada recommendation.

Step 7 : Practice rooming in...
NB. safe sleep environment..



<http://www.hc-sc.gc.ca/cps-spc/advisories-avis/aw-am/sleep-sommeil-eng.php>

9. NO ARTIFICIAL TEATS.....



**Interferes with
infant cues,
lactogenesis 2
and calibration
of milk supply.**

Step 10 : Breastfeeding support ...



Discharge planning



The WHO Code:

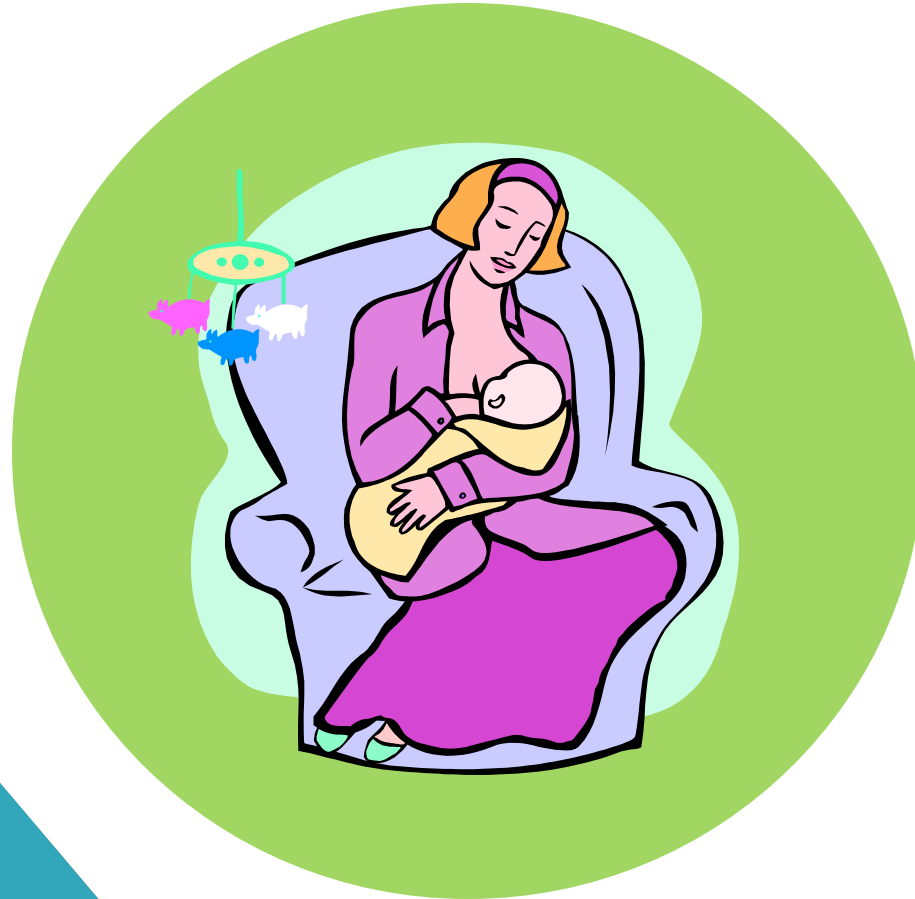
- **Protects ALL infants from the consequences of unethical marketing strategies.**
- **No health claims allowed (Canada Food and Drugs Act)**
- **Protects HCWs - no conflict of interest**



**The Baby Friendly
Initiative
Reframes Infant
Feeding**

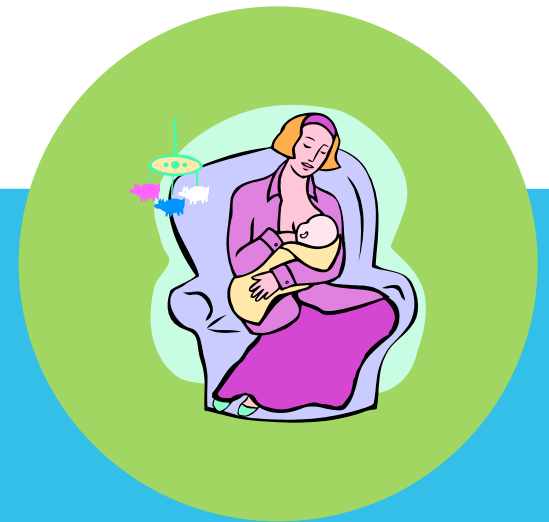
BREASTFEEDING IN THE MOST NARROW FRAME

‘ Good Mother’



RESULTS OF THIS PERSPECTIVE

- All the pressure is on the individual mother
- Intense anti or pro breastfeeding sentiment – most often from women
- Sensationalist press
- Industry capitalizes
- Implementation of best practice around infant feeding may be shackled by personal bias





**Expanding the Breastfeeding
frame expands the responsibility**

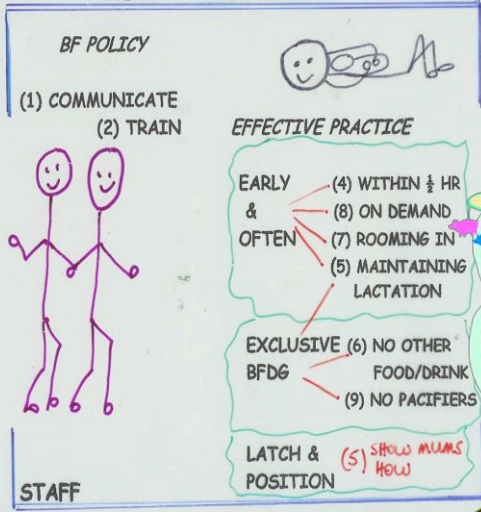
**spouse, family, society, health
care system, government etc...**

BFHI: 10 STEPS

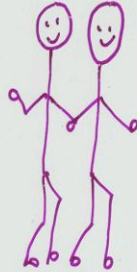
PREGNANT MOMS

HEALTH CARE FACILITY

COMMUNITY



(3) INFORM



PATIENT CARE

LESS MORBIDITY & SAVES MORTALITY



BFI: Assessment

ATTITUDES

KNOWLEDGE

SKILLS

You? Become Recognized.

You already know that breastfeeding provides ideal nutrition for infants and reduces the incidence and severity of infectious diseases. You realize that breastmilk substitutes are expensive and cannot compare. You see studies proving that a widespread increase in sustained breastfeeding would contribute significant financial savings to our overburdened healthcare system. You understand that breastfeeding is environmentally friendly, producing no waste. You believe that breastfeeding should be easy, desirable, enjoyed and valued.

You recognize that because it is not the cultural norm in Canada, breastfeeding must be protected and promoted by public policies and supported by health systems.

The Baby-Friendly™ Initiative is an international program launched by WHO and UNICEF that aims to give every baby the best start in life by creating a health care environment where breastfeeding is aided and encouraged. This prestigious designation is a globally recognized quality standard that acknowledges facilities for offering an optimal level of care for mothers and infants.




Is your health care
Baby-Friendly?



Join the over 15,000 hospitals worldwide who set a powerful example in their communities that breastfeeding is the simplest and wisest investment a nation can make for the future of its children. Women everywhere need you to become **Baby-Friendly™**!

Take the first step today! Get on board by visiting www.breastfeedingcanada.org.



- The 'VIBE' BFI is an attitude
 - Code compliance
 - Evidence of “best practice” – interviews and observation
 - Infant feeding data : breastfeeding rates
 - Proof of education – outcomes based
 - Support systems - collaboration at all levels
 - Documentation (* assessment, informed consent, supplementation, feeding plan, info for families)
- 

Early
Often
Effective
Exclusive



The process of changing attitudes and practice is important, not “passing” or “failing”

BFI is a graduated process, building on strengths, working towards population health outcomes.



THE 5 PILLARS...

Build Healthy Public Policy

Create Supportive Environments


Strengthen Community Action

Develop Personal Skills

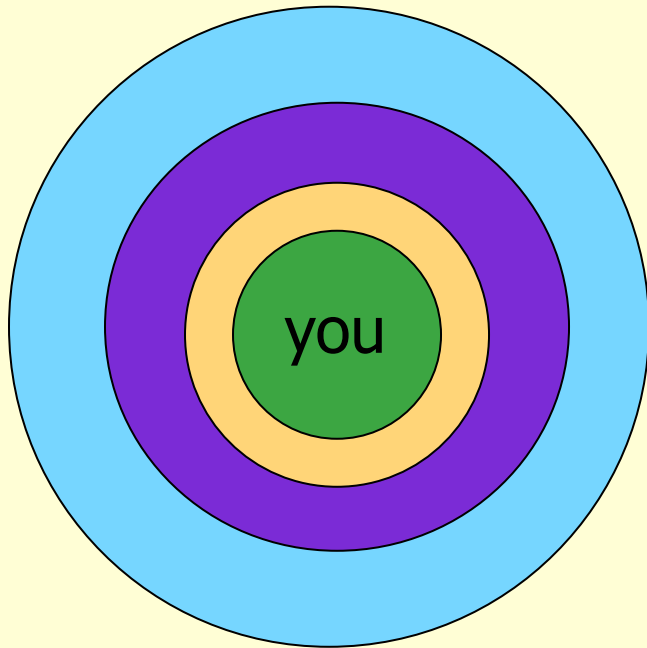
Reorient Health Services



BFI BENEFITS – HOSPITALS/ CHS

- Excellence in family-centred maternity care
 - Ethical maternity care
 - Quality assurance – meet international stds
 - Enhanced corporate image and prestige
 - Increased client satisfaction
 - Increased staff satisfaction and retention
- 

BFI has a ripple effect - it is a catalyst for growth and development.



Personal Values

Professional Role

Public Health; Primary Health Care

Global Context

The Journey Is
Everything

*Step by Step,
Day by Day ...*

*That's the Baby
Friendly Way™*

Kathy Venter

*International Code
of Marketing
of Breast-milk Substitutes*



World Health Organization
Geneva

- Protects ALL infants from the consequences of unethical marketing strategies.
- No health claims allowed (Canada Food and Drugs Act)
- No conflict of interest

The WHO Code:

ATTITUDES

KNOWLEDGE

SKILLS

Yes? Because Recognized.

You already know that breastfeeding provides ideal nutrition for infants and reduces the incidence and severity of infectious diseases. You realize that breastmilk substitutes are expensive and difficult to compare. You see studies proving that a widespread increase in sustained breastfeeding would contribute significant financial savings to our overburdened healthcare system. You understand that breastfeeding is environmentally friendly, producing no waste. You believe that breastfeeding should be easy, desirable, enjoyed and valued.

You recognize that because it is not the cultural norm in Canada, breastfeeding must be protected and promoted by public policies and supported by health systems.

The Baby-Friendly™ Initiative is an international program launched by WHO and UNICEF that aims to give every baby the best start in life by creating a health care environment where breastfeeding is aided and encouraged. This prestigious designation is a globally recognized quality standard that acknowledges facilities for offering an optimal level of care for mothers and infants.



Is your health care
Baby-Friendly?



Join the over 15,000 hospitals worldwide who set a powerful example in their communities that breastfeeding is the simplest and wisest investment a nation can make for the future of its children. Women everywhere need you to become **Baby-Friendly™**!

Take the first step today! Get on board by visiting www.breastfeedingpactario.org.



BFI: Assessment

- The 'VIBE'
- Code compliance
- Evidence of “best practice” – interviews and observation
- Infant feeding data : breastfeeding rates
- Proof of education
- Support systems, Collaboration
- Documentation (* assessment, informed consent, supplementation, plan)

BFI: Assessment

The process of changing attitudes and practice is important, not “passing” or “failing”

BFI is a graduated process, building on strengths, working towards population health outcomes.

BFI: Assessment

BFI BENEFITS – HOSPITALS

- Excellence in family-centered maternity care
- Ethical maternity care
- Quality assurance – meet international stds
- Enhanced corporate image and prestige
- Increased client satisfaction
- Increased staff satisfaction and retention

BFI: Assessment

*"Step by Step, Day by Day ...
That's the Baby Friendly Way"*

Kathy Venter

The Journey Is
Everything

BCC Website:

www.breastfeedingcanada.ca

Email BCC:

bfc.can@sympatico.ca

BFI: process, information and support

The effects of Baby Friendly Initiative training on breastfeeding rates and the breastfeeding attitudes, knowledge and self-efficacy of community health-care staff.

Jenny Ingram, Debbie Johnson and Louise Condon.

Primary Health Care Research Development, Available on CJO 2011 doi:10.1017/S1463423610000423

Canadian studies in progress in BC and NS


Evaluation of the Impact of the Baby-Friendly Hospital Initiative on Rates of Breastfeeding

Maria Luiza G. Braun, Elsa R. J. Giugliani, Maria Emilia Mattos Soares, Camila Giugliani, Andrea Proenco de Oliveira, and Claudia Maria Machado Danelon

Am. J. Public Health 2003 93(8): p. 1277-1279

<http://www.ajph.org/cgi/content/full/93/8/1277?ct>

This study shows a significant increase in breastfeeding rates, especially exclusive breastfeeding, after BFHI implementation. Nonetheless, in order for breastfeeding to become universal, it is necessary to strengthen the BFHI and to develop other interventions aimed at protecting, promoting, and supporting breastfeeding practices.



SUSTAINED BREASTFEEDING RATES AT A US BABY-FRIENDLY HOSPITAL

Barbara L. Philipp, MD*; Kirsten L. Malone, BA; Sabrina Cimo, BA;
And Anne Merewood, MA

Full implementation and continued application of the “ten steps to successful breastfeeding,” the framework of the baby-friendly hospital initiative, has an extended positive impact on breastfeeding rates in a US hospital setting.

PEDIATRICS 2003;112:E234–E236.

Breastfeeding promotion in non-unicef-certified hospitals and long-term breastfeeding success in germany.

Dulon M, Kersting M, Bender R.
Acta Paediatr. 2003 jun;92(6):653-8.

Department Of Epidemiology And Medical Statistics, School Of Public Health, University Of Bielefeld, Germany.

In German hospitals even moderate levels of breastfeeding promotion identified by WHO/UNICEF criteria were associated with long-term breastfeeding success.

**BABY FRIENDLY MANITOBA
CONFERENCE 2011**