

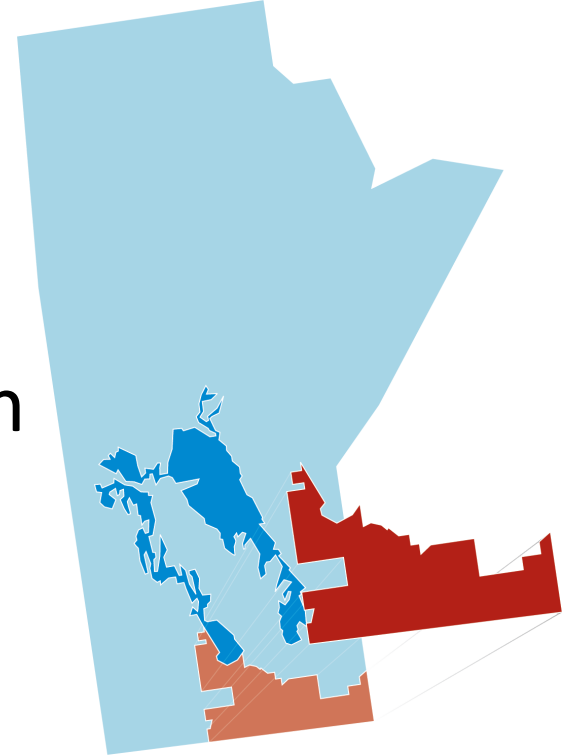
# Manitoba's BFI Success Story

## Bethesda Regional Health Centre



# Bethesda Regional Health Centre

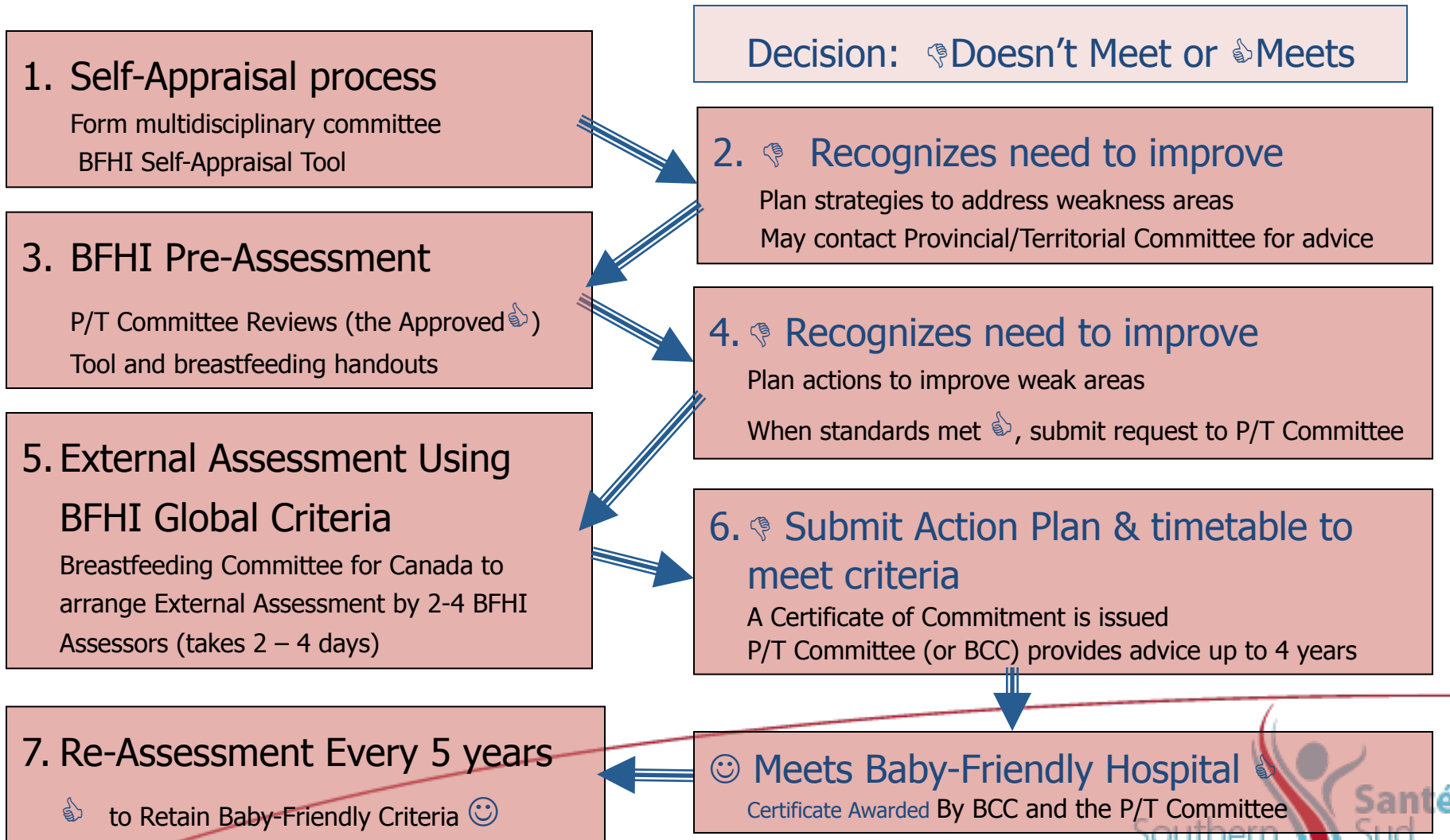
- One of 3 regional health centres in the Southern Health/Santé Sud region
- Situated in Steinbach Manitoba
- Approximately 400-450 births/year





**How a Hospital with a Maternity Facility or a Birthing Center Becomes WHO/UNICEF Baby-Friendly™:**

# WHO/UNICEF BFHI™ in Canada









March 2012  
(Heidi -CRN & Shirley -Educator)



# BABY FRIENDLY INITIATIVE

April 1 2011- March 2012  
Breastfeeding- 92%  
Exclusive BF- 78% → 81%

Chart Audits: showed more documentation of skin-to-skin, less supplementation and when supplemented: reasons given and amounts were appropriate  
**GREAT JOB**

Step 6

### Rebreastfeeding Your Baby

Infants who are not breastfed or who stop breastfeeding before 6 months of age are at a higher risk of obesity, type 2 diabetes, and other health problems. Rebreastfeeding your baby can help reduce these risks.

- Breastfeeding is the best way to feed your baby.
- If you are not breastfeeding, you can still breastfeed your baby.
- Rebreastfeeding can be done at any time.
- Rebreastfeeding can be done in a hospital or at home.
- Rebreastfeeding can be done with a lactation consultant.

### INTENTIONS

• Increase the number of babies who are breastfed for 6 months or longer.  
• Increase the number of babies who are exclusively breastfed for 6 months or longer.  
• Increase the number of babies who are breastfed for 12 months or longer.

### NEWBORN FEEDING ASSESSMENT

Area	Assessment	Score
Feeding	...	...
Weight	...	...
Diaper Output	...	...
Alertness	...	...
Temperature	...	...
Respiratory	...	...
Cardiovascular	...	...
Neurological	...	...
Genitourinary	...	...
Integumentary	...	...

### REPRESENTATION OF BREASTFEEDING METHODS

Method	Frequency	Percentage
Exclusive Breastfeeding	...	...
Partial Breastfeeding	...	...
Supplementation	...	...

### Breastfeeding

Benefits for the baby and the mother.

- Provides the best nutrition for the baby.
- Helps the baby's immune system.
- Helps the mother's milk supply.
- Helps the mother's weight loss.
- Helps the mother's mental health.

### Breastfeeding Inventory

Form for tracking breastfeeding status and reasons for supplementation.

Area	Inventory
Feeding	...
Supplementation	...
Reasons	...

Name	Room	Age	Weight	Height	Temperature	Heart Rate	Respiratory Rate	Oxygen Saturation
...	...	...	...	...	...	...	...	...





# BABY FRIENDLY INITIATIVE

## Step 1

**WHO** Practice rooming-in - allow mothers and infants to remain together - 24 hours a day.

**Canada** Practice 24-hour rooming-in for all newborn babies; mothers and infants remain together.

Participating mothers including those with caesarean deliveries, report that from both pre and postnatal care they were able to respond to their babies in the case of general assessment their infants have remained with them, and that a support person was welcomed to stay with them day and night.

All mothers note they have received accurate information about safe sleeping and bed sharing. All mothers confirm that they are not separated from their infants and are invited to hold their babies skin-to-skin and breastfeed if painful procedures are necessary.

The manager confirms that breastfeeding and examinations occur at the mother's bedside or with support. The manager confirms that breastfeeding is welcome everywhere, including at the public areas, and that facilities for privacy are available on request.

Staff report that mothers and babies are separated only for medical reasons, and that staff give guidance to parents to protect, promote and support breastfeeding. Staff report that examination, weighing and procedures occur at the mother's bedside or in her presence, and that mothers are encouraged to hold and settle their babies if painful procedures are necessary. Staff describe how mothers are welcomed to breastfeed anytime, anywhere.

Documents show evidence of medical indications for separation of mothers and babies, the length of separation and anticipatory guidance to protect, promote and support breastfeeding. Written information for clients, including signage, outlines information consistent with the criteria cited above.

**Appendix 7: Mother Baby Together Checklist**

Staff and mothers confirm the following:

Mothers of a newborn sample, at least 80% of the time, in the presence of a support person, are invited to hold their babies skin-to-skin together throughout the hospital stay or community health service visit with all breastfeeding and examinations occurring at the mother's bedside or with support.

If separated from their babies for medical reasons, are separated for the shortest possible duration unless possible, the separated baby who is crying is being soothed with the (or her) mother.

If invited to breastfeed, hold and settle their babies when and if painful procedures are necessary (such as blood tests or immunizations) are necessary.

are encouraged to have a support person stay with them, including overnight.

are aware of the benefits of keeping their babies near, including at night.

are encouraged to share their bedroom at home with their infants for at least the first few months.

and their support persons receive accurate information about safe sleeping for every sleep.

**In the facility**

breastfeeding is welcome everywhere

appropriate facilities for comfortable breastfeeding exist at both public and private areas

signage welcoming breastfeeding is displayed in all public areas



**Present in mom's safe sleep for your baby**

**Please take a few minutes to read this important information on safe sleep practices**

Canada

## Step 2

**Breastfeeding Your Baby**

Time of day	Frequency	Duration	Notes
0-2 weeks	8-12 times	10-20 min	On demand
2-4 weeks	8-12 times	10-20 min	On demand
4-6 weeks	8-12 times	10-20 min	On demand
6-8 weeks	8-12 times	10-20 min	On demand
8-12 weeks	8-12 times	10-20 min	On demand
12-16 weeks	8-12 times	10-20 min	On demand
16-20 weeks	8-12 times	10-20 min	On demand
20-24 weeks	8-12 times	10-20 min	On demand
24-28 weeks	8-12 times	10-20 min	On demand
28-32 weeks	8-12 times	10-20 min	On demand
32-36 weeks	8-12 times	10-20 min	On demand
36-40 weeks	8-12 times	10-20 min	On demand

are signs your newborn baby is breastfeeding well:

- During the first weeks, your breasts feel full before you feed and softer after feeding; after a few weeks you may not notice the full feeling - don't worry, you don't need to pump, you are not producing enough milk. It means your milk supply has adjusted to your baby's needs.
- Your baby is feeding eight times in 24 hours - 10-12 times per day.
- Your baby gains five to eight ounces (100-240 g) or more per week in the first three months.
- Your baby regains birth weight by two weeks of age.

Signs that your baby is hungry:

- Waits for you for five to ten minutes and you will be able to feed your baby before the starts to cry or fuss.
- Clicks or sucks on his tongue.

Older baby signs:

- Eyes are wide and dry bright
- Looks at your face
- Smiles
- Mouth towards you

Signs that baby is full:

- Slips sucking on nipple and lets both hands away
- Feels content and relaxed
- Arms and legs stretched out
- Fingers spread out

**Breastfeeding Your Baby's First Goal Checklist**

**WHO** Encourage breastfeeding on demand.

**Canada** Encourage baby-led or cue-based breastfeeding. Encourage sustained breastfeeding beyond six months with appropriate introduction of complementary foods.

where describe age-appropriate, cue-based, effective feeding (feeding cues, unrestricted feeds), mothers confirm that they have received anticipatory guidance and an opportunity to discuss sustained breastfeeding with staff, exclusively for the first six months, then for six and beyond, after introduction of appropriate complementary foods.

The manager relates that staff offer timely anticipatory guidance and problem solving to mothers regarding effective, cue-based feeding as per Canadian and international guidelines.

Staff describe the information mothers are taught about age-appropriate differences in infant responses (behaviour, output and feeding frequency) and how to assess that for signs of effective breastfeeding. Staff confirm that they discuss breastfeeding progress with mothers at each contact, unless a medical or other emergency limited pre-visit visit.

Documents show a 100% that mothers receive information on cue-based feeding and content of breastfeeding.

Written information for clients outlines information consistent with the criteria cited above.

**Appendix 8: Anticipated Behaviours and Feeding Patterns**

**Appendix 9: Breastfeeding Checklist**

Staff and mothers confirm that:

- Staff are providing 1:1 or Group Guidelines (per month exclusive, sustained breastfeeding) to the mothers and beyond is promoted and supported.
- Staff are providing anticipatory guidance and problem solving to mothers regarding effective, cue-based feeding as per Canadian and international guidelines.
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Complementary feeding with continued breastfeeding:

- the introduction of safe, appropriate complementary foods in a responsive manner at about six months is enable mother to maintain exclusive breastfeeding.
- ensure age-appropriate consistency of foods.
- increase amounts and frequency of food gradually while supporting breastfeeding.
- adapt feeding during and after a child's illness.
- overcoming breastfeeding challenges that may occur with the growing child.
- women's rights to accommodations in the community, school and workplace that support and sustain breastfeeding.

*Best Breast See Baby's Best Chance - Page 90-95 Living for Yourself & Baby After Giving Birth (2011) page 40*

**Appendix 8.1: INITIATION OF LACTATION - ANTICIPATED BEHAVIOURS AND FEEDING PATTERNS\***

INFANT	0-12 hours	12-24 hours	24-48 hours	48-72 hours	72-96 hours	96-120 hours
Alertness	Alert, begins to suckle	Periods of light and deep sleep	Awake, suckles reflexively followed by deep sleep	Awake, suckles reflexively followed by deep sleep	Awake, suckles reflexively followed by deep sleep	Awake, suckles reflexively followed by deep sleep
Feeding	Establishes suckle reflex	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths
Weight	Not used	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths
Diaper	Not used	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths
MOTHER	Establishes suckle reflex	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths	Aspirates, suckles with deep breaths

**South Eastern Health Santé Sud Est**

**Information for parents**

**Holding your baby during blood work**

Your baby will have a blood test after he/she is born. This test can be upsetting for babies and parents. Your baby will cry less and be more settled if you hold him/her during this procedure.

Skin-to-skin contact is an excellent way to decrease the pain your baby feels during a blood test. This works best if mothers hold their babies in this special way for several minutes before and after a blood test.

*Labs at bedside skin-to-skin*

**Step 3**

**Breastfeeding Education Log: BFI Learning Centre**

An education log is being maintained by Staff Development, so one of the BFI curriculum requirements. To be completed, please note your breastfeeding education training outcomes done through the BFI Learning Centre, in the table below. The Staff Learning package form is kept at the end of their package and I will return your completed form. For identification contact your CNA or Staff Development.

Thank you for your commitment to baby and mother and newborns with continued care.

Comité canadien pour l'allaitement

The National Academy for the Baby Friendly Initiative  
Integrator of Steps & WHO Code Practice Outcome Indicators  
for Hospitals and Community Health Services, S.A. 2007  
The WHO 10 Steps to Successful Breastfeeding (1988 and  
the International for Canadian Practice (2011))

Table 1  
Table 2  
Table 3  
Table 4  
Table 5  
Table 6  
Table 7  
Table 8  
Table 9  
Table 10

Infants should be fed on demand with breastfeeding established, usually 8-12 feeds  
per day. Feeding should be initiated after a feeding.



Infants should be fed on demand with breastfeeding established, usually 8-12 feeds  
per day. Feeding should be initiated after a feeding.

BABY FRIENDLY INITIA

Step 9



Step 10

Participation Referral Form  
Name: [Handwritten Name]  
Address: [Handwritten Address]  
Phone: [Handwritten Phone]

Use the following information  
[Handwritten notes and medical information]

"Caring through the night"  
with your beautiful baby  
[Handwritten notes and tips for night feeding]

CONTRIBUTORS  
[List of names and roles]

Breastfeeding Telephone Support  
Who Can I Call For Help?  
Public Health Office  
[Contact information for breastfeeding support]

Drop-In at Support  
[Information about drop-in support sessions]

Infant Formula  
[Information about infant formula options]

STEP I  
[Handwritten notes and checklist]





Getting ready for pre-assessment  
Questions & answers Display

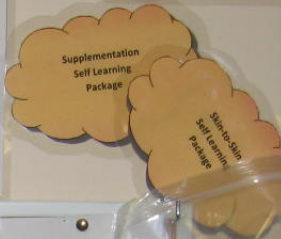
Integrated 10 Steps & WHO Code Practice Outcome Indicators for Hospital and Community Health Services - Summary

Table with 4 columns: Step, Indicator, Description, and Outcome. It lists 10 steps of the WHO Code and their corresponding indicators and outcomes.

Table with 2 columns: Step and Description. It provides detailed descriptions for steps 1 through 10.

Parents use 10 steps... (Small text block at the top right of the page)

STEP I Breastfeeding Education Log. A table with columns for Date, Time, Location, and other tracking information.



BABY FRIENDLY INITIATIVE



STEP 3 Inform pregnant women and their families about the importance and process of breastfeeding.

Handwritten text 'Step 3' on a green sticky note.

STEP STUDY 3. Inform pregnant women and their families about the importance and process of breastfeeding. Includes a poster titled 'BREASTFEEDING' and a 'Breastfeeding Education Log' form.

Step 3. Inform pregnant women and their families about the benefits and process of breastfeeding. (Detailed text block on the left side of the board)

- Educational Resources List of Resources. A list of various educational materials, including brochures and books, with their titles and authors.



Form titled 'New Breast Feed Evaluation Form'. A detailed form with multiple sections for data entry, including 'Breastfeeding Assessment' and 'Supportive Environment'.

Table with multiple columns and rows, likely a tracking or data collection sheet. It has a header row with various categories and several rows of data.





Staff education  
Prior to May 2013 pre-assessment visit

### Staff Breastfeeding Resource Card

#### Two key points of Breastfeeding Policy:

- All staff and volunteers will demonstrate a positive attitude
- Provide a welcoming atmosphere for breastfeeding families

#### How can I protect Breastfeeding?

- Work in compliance with the International Code of Marketing of Breast milk Substitutes
- remove formula advertising such as posters, magazines, or free samples.

#### Direct mothers for breastfeeding help:

Bethesda Hospital Maternity Unit	326-6411
Public Health Nurse	346-6123
Women's Hospital Breastfeeding Hotline	1-204-788-8667
Health Links	1-888-315-9257
La Leche League	326-2813

2 benefits of breastfeeding: 1) \_\_\_\_\_  
2) \_\_\_\_\_

## We are ready!

Preparation for Baby Friendly Initiative (BFI) Designation

What is my role as staff?

Where can I find the BFI policy?

What is BFI?

Why breastfeed?

Who should I contact for more information about BFI?

What is the International Code of Breastmilk Substitutes? "WHO Code"

You may be interviewed  
During Baby Friendly Pre-Assessment Site Visit Coming May 2nd

To help prepare for this, Refer to the "We are Ready" Q&A sheet

Bethesda Hospital

Poster adapted from Toronto Public Health



Pre-assessment Visit  
May 2013

Manitoba fördert, schützt und unterstützt  
das Stillen!

Es ist unser Grundsatz das Stillen zu fördern, zu schützen und zu unterstützen und die Entscheidung jeder Mutter über die Ernährung ihres Babys zu respektieren.

Wir versprechen, Ihnen und Ihrem Baby beim Stillen zu helfen – im Krankenhaus, zu Hause und in Ihrer Gemeinde.

Stillen ist die natürliche, sicherste und beste Art Ihr Baby und einkeind zu ernähren.  
Stillen ist der erste Schritt zu einer lebenslangen, gesunden Essweise.



**Krankenhaus...**

- Jeder, der vor, während und nach der Geburt Ihres Baby's für Sie sorgt, ist geschult um Sie zu unterstützen, während sie mit dem Stillen beginnen.
- Wir werden Ihnen die Informationen geben, die sie brauchen um eine fundierte Entscheidung über das Füttern Ihres Babys zu treffen, welche auf neuester Forschung und Erfahrung basiert.
- Wir werden Hautkontakt zwischen Ihnen und Ihrem Baby direkt nach der Geburt ermutigen um Ihnen zu einem guten Anfang mit dem Stillen zu verhelfen.
- Wir werden Ihnen helfen zu lernen, wie Sie das Baby halten und anlagen um erfolgreich zu Stillen.
- Wir werden Ihrem Baby nichts anderes als Muttermilch geben, es sei den es ist medizinisch erforderlich.
- Wir werden Sie und Ihr Baby zusammen lassen, es sei den ein medizinischer Grund oder ein Sicherheitsgrund verhindert dies.
- Wir werden Ihnen helfen die Hungerzeichen und Hinweise zum Füttern verstehen zu lernen, damit sie wissen, wann Sie Ihr Baby füttern müssen.
- Wir werden Ihrem Baby keine Schnuller oder Flasche mit Sauger geben, da dies Probleme beim Stillen hervorrufen kann.
- Wir werden sicher gehen, dass Sie Informationen and Telefonnummern erhalten von Programmen in Ihrer Gegend, welche das Stillen unterstützen.

**der Gemeinde...**

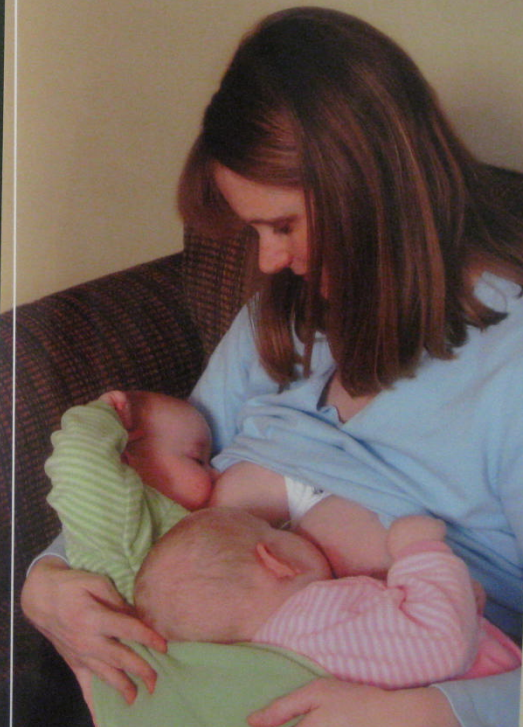
- Unsere Angestellten sind ausgebildet um Sie beim Stillen Ihres Babys zu unterstützen.
- Während Ihrer Schwangerschaft geben wir Ihnen die Information die sie brauchen um eine fundierte Entscheidung über die Ernährung Ihres Babys zu fallen, gegründet auf neuester Forschung und Erfahrung.
- Wir werden Sie unterstützen Ihrem Baby für die ersten sechs Monate nur Muttermilch zu geben.
- Wir werden Ihnen helfen über die feste Nahrung zu lernen, welche Ihr Baby ab sechs Monaten braucht während Sie fortfahren zu Stillen.
- Wir werden Sie und Ihr Baby für zwei Jahre und darüber hinaus fortwährend beim Stillen unterstützen.
- Wir werden Ihnen einen einladenden Platz anbieten, wo Sie Ihr Baby stillen können.
- Wir werden mit Ihrer Gemeinde zusammen arbeiten um das Stillen zu fördern, zu schützen, und zu unterstützen.

erman Translation Courtesy B. Markwart RN

MANITOBA 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 BABIES.

WE PLEDGE TO HELP YOU AND YOUR BABIES BREASTFEED –  
IN HOSPITAL, AT HOME AND IN THE COMMUNITY.



BREASTFEEDING IS THE NO  
SAFEST AND BEST WAY TO  
YOUR BABIES AND TODDLERS

IT'S THE FIRST STEP IN A  
LIFELONG JOURNEY OF  
HEALTHY EATING!

**IN HOSPITAL...**

- Everyone who takes care of you before and after the birth of your babies is educated to support you while you begin breastfeeding.
- We will give you the information you need to make an informed decision about feeding your babies based on the latest research and experience.
- We will encourage skin-to-skin contact you and your babies right after birth to get a good start breastfeeding.
- We will help you learn how to position your babies to breastfeed successfully.
- We will not feed your babies anything other than breastmilk unless it's medically necessary.
- We will keep you and your babies together and night unless a medical or safety reason prevents this.
- We will help you learn to understand hunger signs and feeding cues so you'll know when to feed your babies.
- We will not give your babies soothers or pacifiers with nipples because these can cause 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 educated to support you with breastfeeding your babies.
- While you're pregnant, we will give you information you need to make an informed decision about feeding your babies based on the latest research and experience.
- We will support you to feed your babies breastmilk for the first six months.
- We will help you to learn about the solid foods your babies need from six months

German Translation of Policy done by staff member



Proud Papa  
Holding his son STS following  
a CS

(Taken with permission)





## BFI Binder

2 are made; one for the assessor  
other is kept locally

Vision:  
Together leading the way for a  
healthier tomorrow

