

# SESSION 1

## BFHI: PART OF THE GLOBAL STRATEGY

### **Breastfeeding Promotion and Support**

A Training Course for Health Professionals

*Adapted from the Baby Friendly Hospital Initiative:  
Revised, Updated and Expanded for Integrated Care (Section 3)  
WHO/UNICEF 2009*



# Session Objectives:

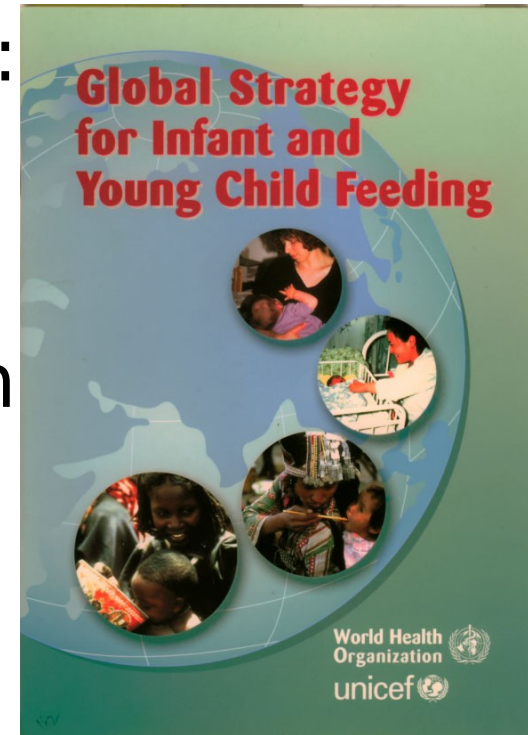
At the end of this session, participants will be able to:

1. Know the aim of the WHO/UNICEF Global Strategy for Infant and Young Child Feeding.
2. Outline the aims of the Baby-Friendly Hospital Initiative (BFHI).
3. Explain how this course can assist this facility.
4. Review how this course fits with other activities.

# **1. Aim of WHO/UNICEF Global strategy for Infant and Young Child Feeding**

# Global Strategy For Infant and Young Child Feeding

- 5500 children die everyday due to poor infant feeding practices
- Many suffer long term effect of:
  - Impaired development
  - Malnutrition
  - Increased infection and chronic illness
  - Rising rates of obesity



# AIM OF GLOBAL STRATEGY

- To improve through optimal feeding:
  - The nutrition status
  - Growth and development
  - Health and
  - The survival of infants and young children

# AIM OF GLOBAL STRATEGY

- It supports **exclusive breastfeeding for 6 months, with timely, adequate, safe and appropriate complementary feeding, while continuing breastfeeding for two years and beyond**
- It also supports maternal nutrition, and social and community support.

## **2. Aim of Baby Friendly Hospital Initiative (BFHI)**

# ***Baby-Friendly Hospital Initiative (BFHI)***

- BFHI is a global initiative of WHO and UNICEF.
- To give every baby the best start in life.
- Launched in 1991,
  - end of 2004 more than 19,000 health facilities worldwide Baby-friendly.
- Malaysia, the BFHI started in 1992,
  - almost all government hospitals have been designated Baby-friendly.



# BFHI Status in Malaysia\*

Hospital	Total	BFHI	%
Government	127	115	91
Army	3	2	67
University	3	2	67
Private	183	6	3
Total	316	125	40

\* Data as of January 2009

Session 1: BFHI A Part of Global  
Strategy Ministry of Health  
Malaysia



***In 2003, Malaysia announced as the 3rd country in world to have all government hospitals as Baby-Friendly***

# ***The Aim of the Baby-Friendly Hospital Initiative:***

1. To implement the **Ten Steps to Successful Breastfeeding**, and
2. To end the distribution of free and low-cost supplies of breast milk substitutes to health facilities.

# **3. How this course can assist the facility**

# HOW THIS COURSE CAN ASSIST THIS FACILITY

1. Discussion on 10 Steps to Successful Breastfeeding and how to implement.
2. Importance to staff members in making health facility baby friendly.
3. Discussion about practices related to marketing of breast milk substitutes.
4. Assessment process.

***Step 1: Have a written policy that is routinely communicated to all health care staff***

A policy helps to:

- Ensure consistent, effective care for mothers and babies,
- Provide a standard of practice that can be measured,
- Support actions.

## ***Step 2: Train all health care staff in skills necessary to implement the policy***

- The policy should support:
  - all of the Ten Steps
  - training assists to implement these Steps.

# Course Aims

The aim of this course is that every staff member will confidently support mothers with early and exclusive breastfeeding, and that this facility moves towards achieving Baby-friendly designation.



## **4. How this course fits with other activities**

# How the Global Strategy Fits With Other Activities

- Global Strategy is supported by:
  - national policies,
  - laws,
  - programmes, to promote, protect and support breastfeeding
- Protect the rights of working women to maternity protection

# Breastfeeding Promotion in Malaysia

## Breastfeeding Education

- *public*
- *mass media*

## Mass media advertisement

## Code of Ethics for Infant Formula Products

## Research

## Breastfeeding data collection

## Training

- *in-service for all health professionals*
- *teachers*

## Baby Friendly Hospital Initiative

- *government*
- *private*

## Curriculum Development

- *schools (2<sup>o</sup> children)*
- *nursing colleges*
- *in-services*
- *medical schools*

## Environmental Support

- *building by laws*
- *hospital infrastructure*
- *Bf facilities in shopping centres*

## Social Support

- *maternity leave*
- *mother-support group*
- *legal provision (Food Act 1983)*
- *employer*

## BREASTFEEDING PROMOTION

# Malaysian Breastfeeding Policy



## Polisi Kebangsaan Penyusuan Susu Ibu

**Semua ibu digalakan menyusu anaknya dengan susu ibu sahaja dari lahir hingga umur 6 bulan dan meneruskannya sehingga 2 tahun (atau lebih).**

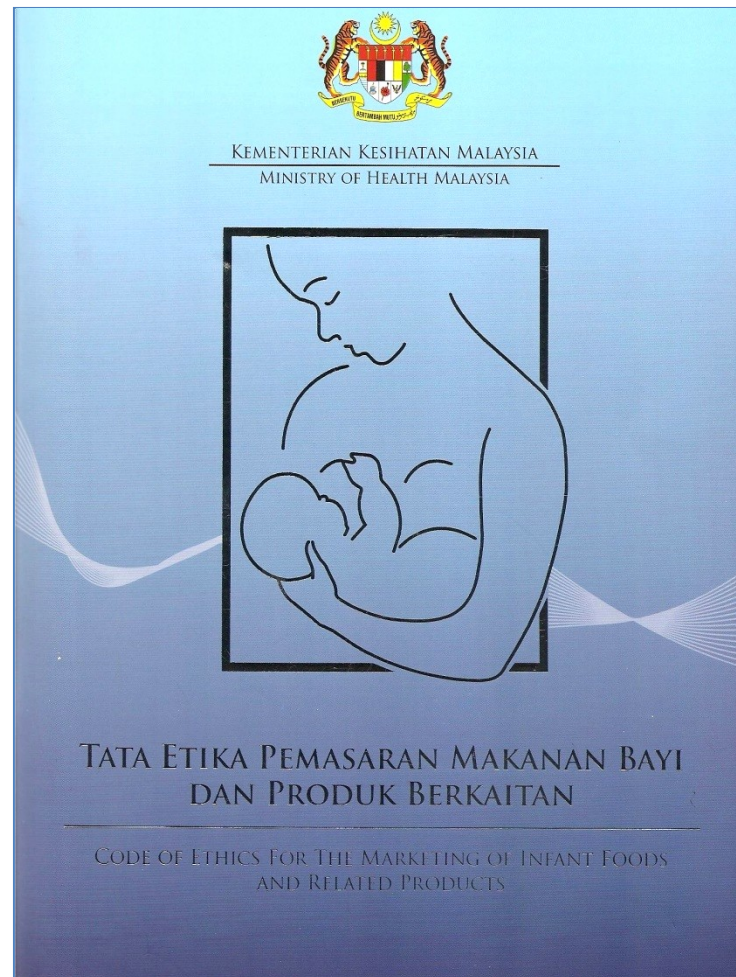
**Makanan tambahan perlu di mulakan semasa anak berumur 6 bulan**

**Ini bermakna dari lahir hingga 6 bulan bayi:-**

- diberi susu ibu sahaja.
- tidak perlu air atau susu tambahan.
- tidak perlu makanan tambahan.

  
Kementerian Kesihatan Malaysia  
Di Bawah Projek Pemakanan Bayi Institut Kesihatan Umum 2005

# ***The Code of Ethics For The Marketing of Infant Foods and Related Products***



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Strategy Ministry of Health  
Malaysia

# THANK YOU