

# **SESSION 15**

## **MAKING YOUR HOSPITAL BABY FRIENDLY**

### **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. Describe the role of maternity staff in promoting breastfeeding.
2. Explain what Baby-Friendly practices mean
3. Describe the process of BFHI assessment

# **1. The Role of Maternity Staff in Promoting Breastfeeding**

# Role of Maternity Staff

- Recognise what may affect a woman's decision to breastfeed
- Show that you value breastfeeding
- Build every woman's confidence in breastfeeding

# Role of Maternity Staff

## *Recognise what may affect a woman's decision to breastfeed*

- Cultural customs
- Feelings about pregnancy
- Earlier training and beliefs about breastfeeding
- Commercial messages about breastmilk
- Family and social support
- Antenatal education



# Role of Maternity Staff

## *Show that you value breastfeeding*

- serve as a role model.
- assume that all mothers will breastfeed.
- eliminate all bottle feeding messages



# Role of Maternity Staff

## ***Build every woman's confidence in breastfeeding***

- \_ Give assurance- verbally/body language
- \_ Recognise when intervention not appropriate
  - Provide supportive, quiet atmosphere
- \_ help mother to talk about feelings/worries
- \_ Encourage self-esteem
  - Give approval and warmth
- \_ Encourage her to learn about breastfeeding
- \_ Ensure she knows who to contact if having difficulty

## 2. What does “Baby-Friendly Practices” Mean?





# A Baby-friendly Hospital:

1. Implements the **Ten Steps to Successful Breastfeeding.**
2. Do not accept free supplies/ samples/ promotional material
3. Fosters optimal feeding and care for those infants that are not breastfed.

***Step1:***  
***Why is it important for a  
hospital to have a written  
policy that is visible?***

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

**Why?**

- Requires a course of action and provide guidance
- To satisfy the requirements of the BFHI
- define what the staff and services are required to do as their routine practice as related to mothers who are not breastfeeding

***Step2:***  
***Why is it important for a  
hospital to train their staff?***

## Why?

- Knowledgeable staffs are needed to:
  - make the necessary changes,
  - eliminate unsupportive practices
  - develop Baby-friendly practices that assist mothers and babies to breastfeed.

### ***Step3:***

***Why is it important for a hospital to talk to pregnant women about breastfeeding?***

# **Step 3: *Inform all pregnant women about the benefits and management of breastfeeding***

## **Why?**

- Pregnant women need accurate info that does not promote a commercial product
- Info should be relevant to the specific woman
- If no discussion with a knowledgeable staff
  - May make decisions based on incorrect info

# ***Antenatal education***

## **Should include the importance of:**

1. Breastfeeding to mother
2. Breastfeeding to baby
3. Skin-to-skin contact immediately after birth
4. Early initiation of breastfeeding
5. Rooming-in 24 hours a day
6. Feeding on demand or baby-led feeding
7. Feeding frequently to help assure enough milk
8. Good positioning and attachment
9. Exclusive breastfeeding for the first 6 months,
10. Continuing breastfeeding after 6 months while giving other foods.



***Step4:***  
***Why is it important for  
mother and baby to have  
immediate contact?***

## **Step 4: *Help mothers initiate breastfeeding within 1 hour of birth***

- This step now interpreted as: place babies in skin to skin contact immediately after birth for at least 1 hour and
- Encourage mothers to recognise when their babies are ready to breastfeed, offering help if needed

**Why?**

# ***Importance of immediate skin-to-skin***

- Warms and stabilises baby's breathing and heart rate
- Helps to colonise baby with maternal organism
- Provides colostrum to baby
- Babies can learn more effectively to start b'feeding
- Helps to increase duration of b'feeding
- Helps mother and baby get to know each other



# How ?

- Keep mother and baby together
- Place baby on mothers chest (1 hour)
- Let baby suckle when ready
- Do not hurry or interrupt



***Step5:***  
***Why is it important to show  
mothers and babies how to  
feed?***

## **Step 5:** *Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants*

### **Why?**

- Some mothers have seen little breastfeeding among their family and friends
- Showing main points can help b'feeding to go well



# When? What?



Help at  
initiation and  
within 6 hours

If separated from  
infant : teach  
expression and how  
to handle EBM



***Step 6:***  
***Why is it important to give newborns only breastmilk?***



### **Why?**

- Breastmilk coats the baby's stomach to protect it
- Giving other fluids or foods
- can wash this away
  - Introduce infections
  -

# ***Other benefits***

1. Benefits of colostrum
2. Supplementation may delay milk production



**Routine  
supplementation  
↓  
Decrease frequency of  
suckling  
↓  
Decrease amount of milk removed  
from breast  
↓  
Delayed milk production**

***Step 7:***  
***Why is it important for  
mothers and babies to be  
together 24 hours a day?***

# **Step 7:** *Practise rooming-in, allow mothers and infants to remain together 24 hours a day*

## **Why?**

- Helps mother to learn feeding cues of baby and how to care for baby
- Helps feeding in response to the cues ( on demand)



## ***Other benefits***

- 1.Reduce cost
- 2.Minimal equipment
- 3.No additional personnel
- 4.Reduce infection
- 5.Help establish and maintain lactation
6. Facilitates bonding



***Step 8:***  
***Why is it important to  
encourage mothers to  
breastfeed on demand?***

# **Step 8:** *Breastfeeding on demand*

## **Why?**

- Baby gets more immune rich colostrum and therefore more protection from illness
- Faster development of milk supply
- Faster weight gain
- Less neonatal jaundice
- Less breast engorgement
- Mother learns to respond to baby
-

## **Step 8: *Encourage breast feeding on demand*** ***(no limit on frequency or duration)***

- Faster development of milk supply
- Faster weight gain
- Less neonatal jaundice
- Less breast engorgement
- Mother learns to respond to her baby
- Easy establishment of breastfeeding
- Less crying so less temptation to supplement
- Longer breastfeeding duration.



***Step 9:***  
***Why is it important to avoid  
giving artificial teats?***

## **Step 9: *Give no artificial teats or pacifiers to breast feeding infants***

### **Why?**

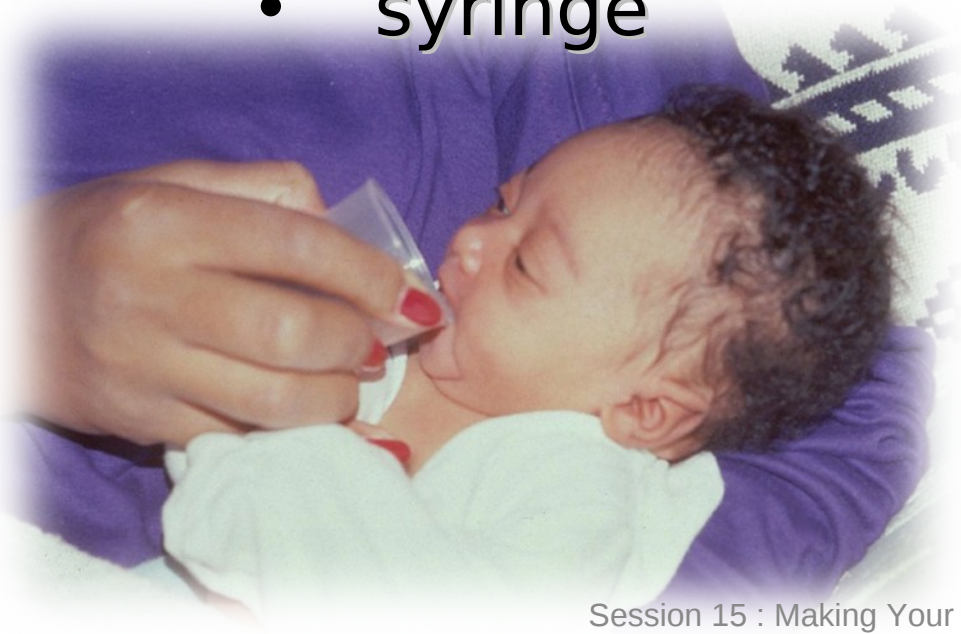
- Nipple confusion - poor latching
- Less sucking on breast - affect milk production
- Indicate that the mother / health workers finds it is hard to care for baby and needs assistance

# ***Artificial teats***



## *Alternatives to artificial teats:*

- Cup
- Spoon
- Dropper
- syringe



***Step 10:***  
***Where in the community  
could a mother get support  
for breastfeeding after she  
leaves the birth facility?***

**Step 10:** *Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic*

**Why?**

“ The key to best breast feeding practices is continued day to day support for breast feeding mother within her home and community”

## ***Support can include:***

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- Early postnatal check up
- Home visits
- Telephone calls
- Community services
  - Out patient breast feeding clinics
  - Peer counselling programmes

# ***Support can include:***

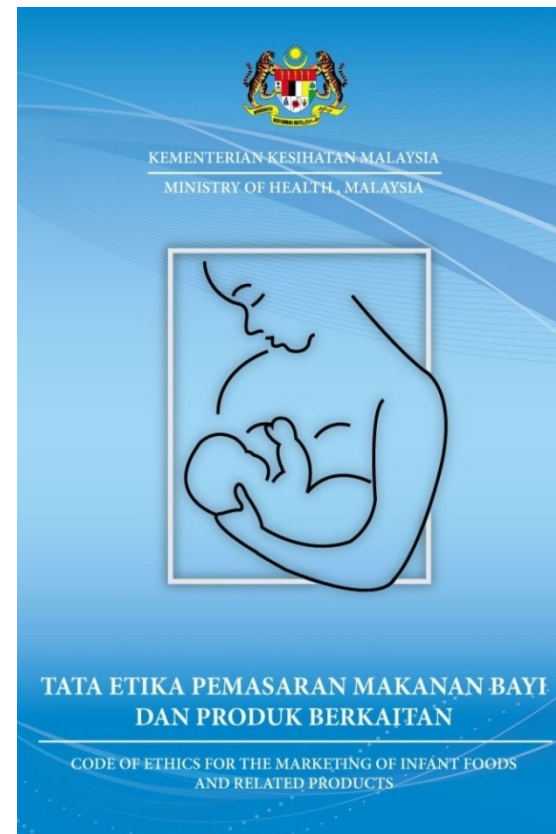
- Mother support groups
  - Help set up new groups
  - Establish a working relationship with existing ones
- Family support





# Additional Criteria

- Hospitals must abide by the Code Of Ethics For The Marketing Of Infant Foods & Related Products in order to be recognised as Baby-friendly.
- The overall aim of the **Code** is the safe and adequate nutrition of all infants.



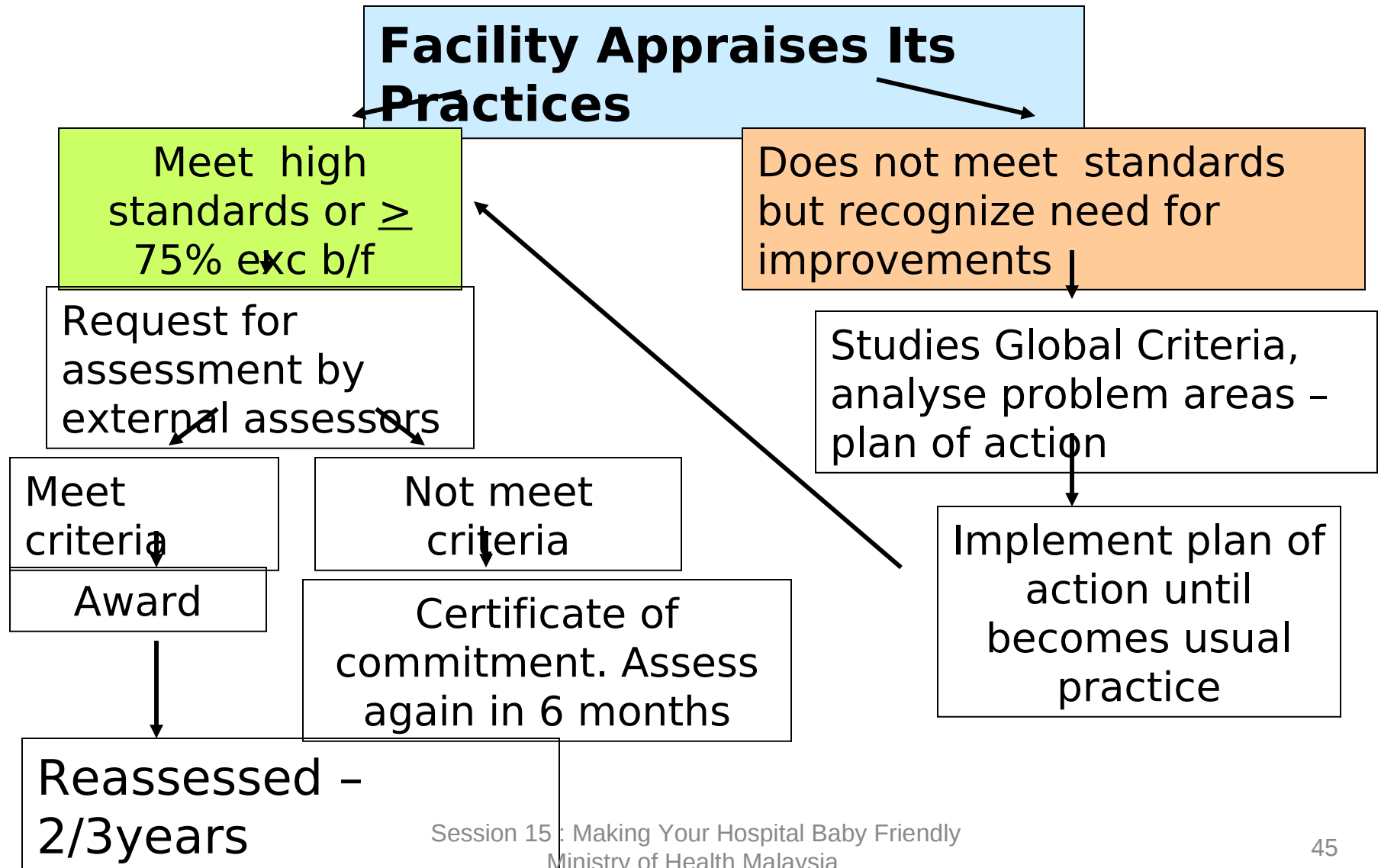
***How can we achieve this aim?***

## To achieve this aim we must:

- Protect, promote and support breastfeeding.
- Ensure that breast milk substitutes (BMS) are used properly when they are necessary.
- Provide adequate information about infant feeding
- Prohibit the advertising or any other form of promotion of BMS.
- Report breaches of the Code to the appropriate authorities.

# **3. The Process of BFHI Assessment**

# Designation Process



# SUMMARY

## 1. The BFHI Self-Appraisal:

- helps a health to see what practices are in place and what areas need attention.
- a structured plan for improvement can assist change.

## 2. On-going monitoring and re-assessment needed to keep standards high

# THANK YOU