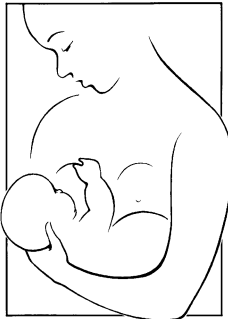


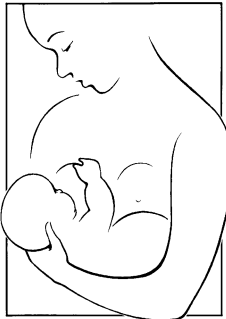
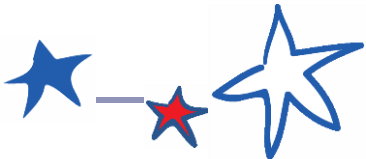
PURSuing BABY-FRIENDLY DESIGNATION

MISINFORMATION,
MYTHS,
FACTS and SOLUTIONS



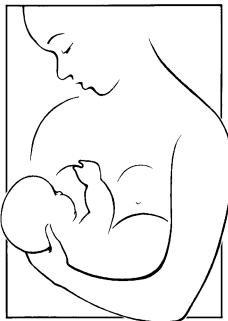
Speaker Disclosure

- The speaker discloses employment with Baby-Friendly USA, Inc.
- There are no other conflicts of interest.
- This presentation is not supported by any funds from companies that violate the International Code of Marketing of Breastmilk Substitutes



What is the Baby-Friendly Hospital Initiative (BFHI)?

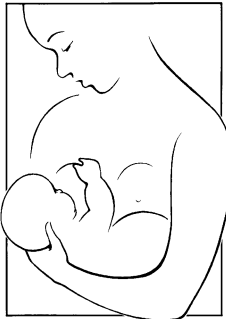
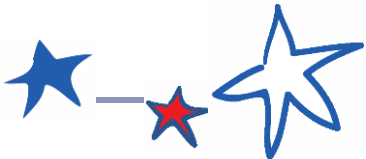
- A QI and recognition program for maternity facilities that have created an optimal environment for appropriate infant feeding and mother-baby bonding.
- An international program co-administered by the WHO and UNICEF in conjunction with national BFHI authorities.



Background of the BFHI

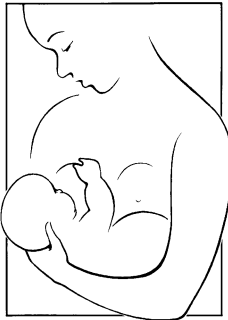
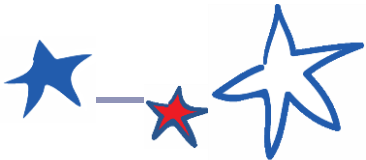
- Ten Steps to Successful Breastfeeding, published by WHO & UNICEF in 1989
- Innocenti Declaration (1990/2005)
- International Code of Marketing of Breast-milk Substitutes (“the Code”) 1981

- <http://whqlibdoc.who.int/publications/9241561300.pdf>
- www.innocenti15.net
- http://www.who.int/nutrition/publications/code_english.pdf



WHY Pursue Baby-Friendly Designation?

- It is a key strategy in the campaign to “Solve the Problem of Childhood Obesity Within a Generation”





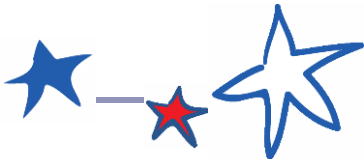
SOLVING THE PROBLEM
OF CHILDHOOD OBESITY
WITHIN A GENERATION

White House Task Force on Childhood Obesity
Report to the President

MAY 2010

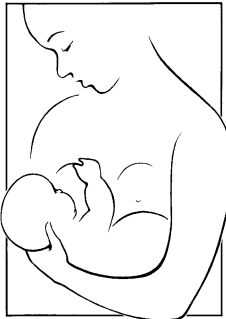
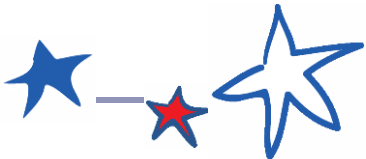


Recommendation 1.3:
Hospitals and health care providers should use maternity care practices that empower new mothers to breastfeed, such as the Baby-Friendly hospital standards.



WHY Pursue Baby-Friendly Designation?

- Healthy People 2020 goals
 - Increase the proportion of infants being breastfed
 - Ever to 81.9%
 - At 6 months to 60.5%
 - At 1 year to 34.1%
 - Exclusively through 3 months to 44.3%
 - Exclusively through 6 months to 23.7%
- Studies show that the Baby-Friendly Hospital Initiative increases BF initiation and duration
 - <http://www.healthypeople.gov/2020/topicsobjectives2020/objectiveslist.aspx?topicid=26>

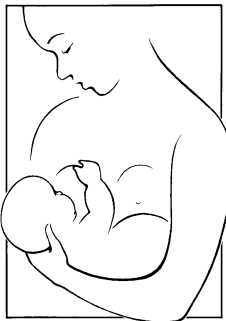
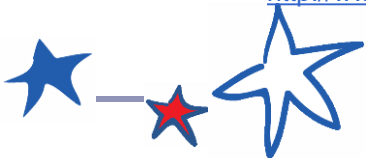


Breastfeeding in the US, 2007:

Data from the National Immunization Survey*

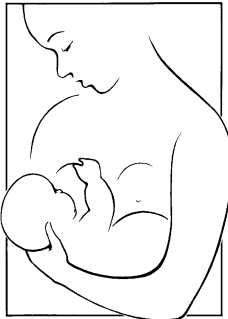
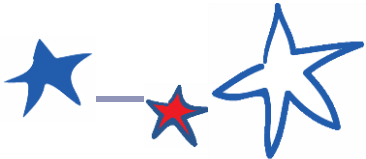
- Any breastfeeding at hospital discharge: 75%
- Any breastfeeding at 6 month duration: 43%
- Any breastfeeding at 12 month duration: 22.4%
- Exclusive breastfeeding:
 - At 3 months – 33%
 - At 6 months – 13%

- Source: Centers for Disease Control and Prevention National Immunization Survey, Provisional Data, 2007 births.
http://www.cdc.gov/breastfeeding/data/NIS_data/index.htm



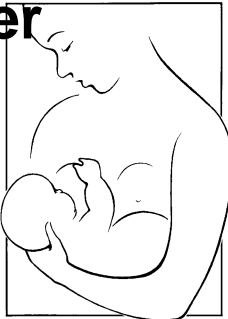
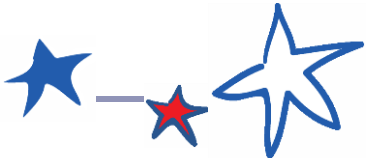
WHY Pursue Baby-Friendly Designation?

- Healthy People 2020 goals
 - Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and babies
- Baby-Friendly Hospital Initiative implements the Ten Steps to Successful Breastfeeding, which is that recommended care



WHY Pursue Baby-Friendly Designation?

- Healthy People 2020 goals
 - Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life
- Joint Commission Perinatal Core Measures track exclusive breastmilk feeding
- **Step 6 – Give newborn infants no food or drink other than breastmilk, unless medically indicated**



WHY Pursue Baby-Friendly Designation?

The Surgeon General's Call to Action
to Support Breastfeeding

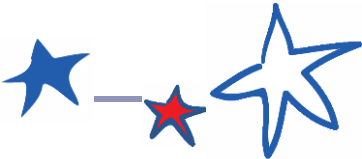
2011



U.S. Department of Health and Human Services

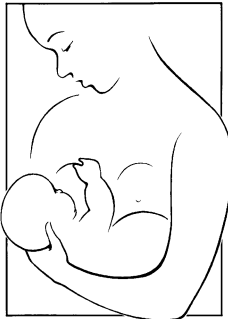
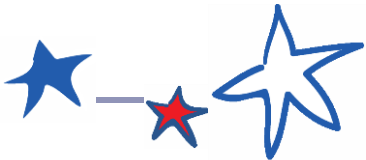
ACTION 7. Ensure that maternity care practices throughout the United States are fully supportive of breastfeeding.

Accelerate implementation of the Baby-Friendly Hospital Initiative.



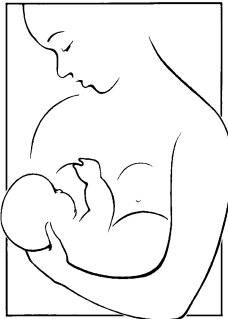
WHY Pursue Baby-Friendly Designation?

- Breastfeeding results in the healthiest outcomes for both mothers and babies



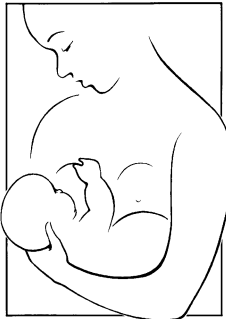
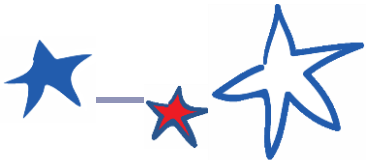
MYTHS and FACTS

Barriers to Baby-Friendly
designation



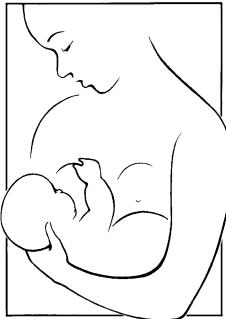
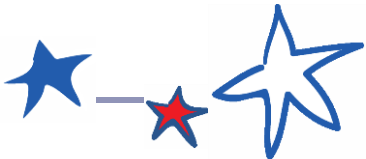
Baby-Friendly MYTH

- It is very expensive to become Baby-Friendly



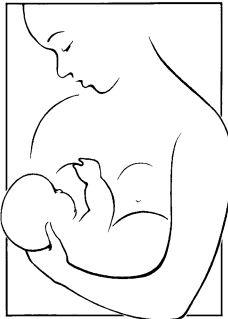
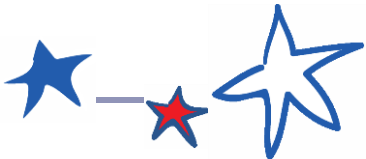
Baby-Friendly FACT

- Every facility has different challenges and costs
- There are 3 primary Baby-Friendly budget items
 - Fees
 - Training
 - Breastmilk substitutes, bottles and nipples



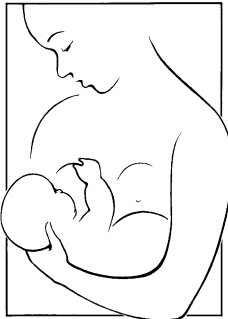
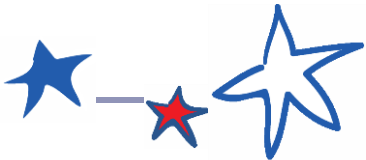
BABY-FRIENDLY Tips: Breastmilk Substitutes

- Work to improve exclusive breastfeeding rates
- Conduct an audit of actual amount of breastmilk substitutes specifically used in the facility
- Adopt “in-facility use only” policy for breastmilk substitutes
- Consider putting breastmilk substitutes in medication carts/dispensing units requiring staff signature for utilization



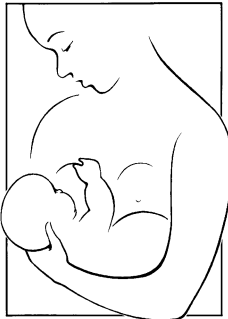
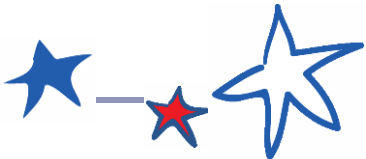
BABY-FRIENDLY Tips: Breastmilk Substitutes

- Evaluate “expiration date” policy for products and determine its adequacy for breastmilk substitutes
- Educate mail room staff responsible for receiving products on “expiration date” policy for breastmilk substitutes



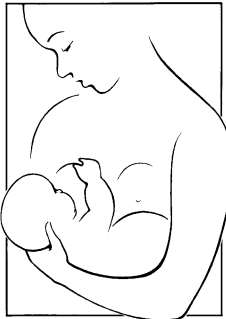
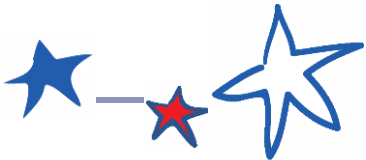
BABY-FRIENDLY Tips: Training

- Consider grant opportunities to fund training
- Identify competent “in-house” trainer
- Identify competent community trainer
- Attend train the trainer program
- On-line training



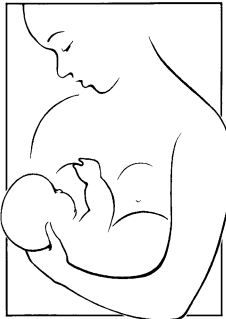
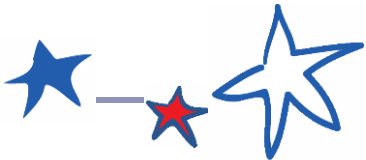
BABY-FRIENDLY Tips: Training

- Programs offered by a training company
- Self contained learning modules



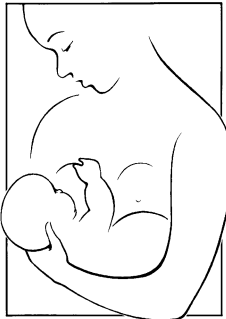
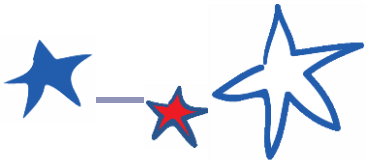
Baby-Friendly MYTH

- It doesn't matter what price you pay for infant formula, as long as you pay for it



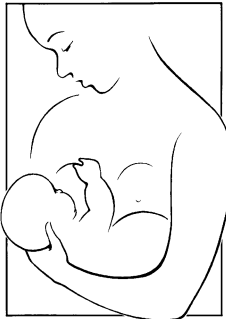
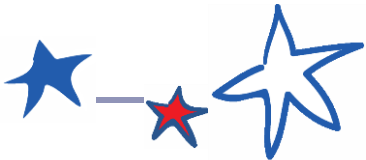
Baby-Friendly FACT

- Hospitals who have achieved the Baby-Friendly designation are expected to pay “fair market value” for formula



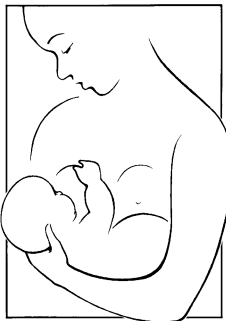
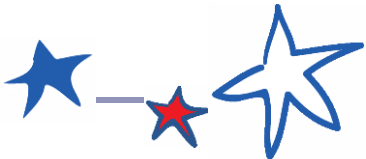
Baby-Friendly MYTH

- A Baby-Friendly designated facility forces all mothers to breastfeed



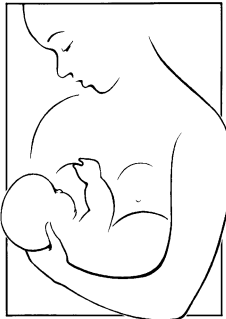
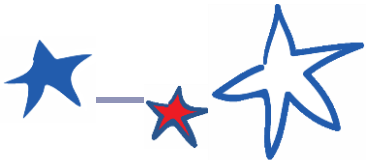
Baby-Friendly FACT

- All mothers are to be treated with dignity and respect
- Their infant feeding choices should be explored and education offered when breastfeeding is not chosen
- Efforts should be made to assist the mother with overcoming any barriers to breastfeeding
- Her final choice is respected



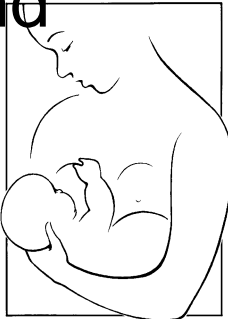
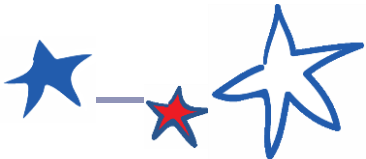
Baby-Friendly MYTH

- NO formula is allowed in a Baby-Friendly designated facility



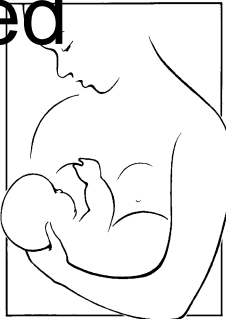
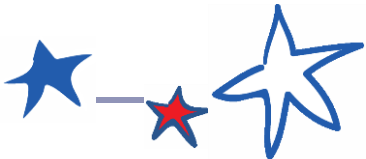
Baby-Friendly FACT

- Every baby born in a Baby-Friendly designated facility is SPECIAL regardless of how it is being fed
- Every mother and baby in a Baby-Friendly designated facility deserves the same high quality care, regardless of feeding method
- Because every baby is special, they deserve to be offered normal (optimal) infant nutrition and care...**BREASTFEEDING**



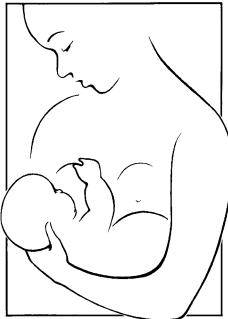
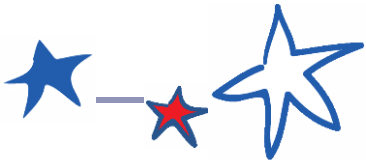
Baby-Friendly FACT

- Formula may not be ROUTINELY provided and protocols must be followed
- Mothers requests for formula must be explored and concerns addressed. She must be informed of the health consequences. The education and informed consent should be documented



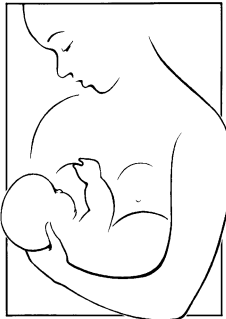
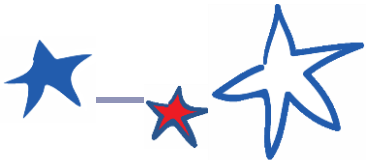
Baby-Friendly MYTH

- Mothers who plan to formula feed must bring their own formula to a Baby-Friendly designated facility



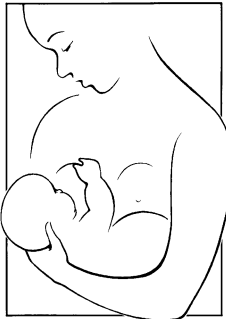
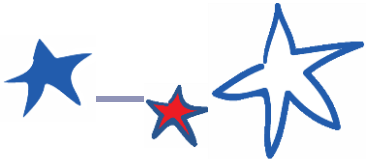
Baby-Friendly FACT

- Formula is provided by a Baby-Friendly facility, it must be purchased, like all other food and products, at a fair market price



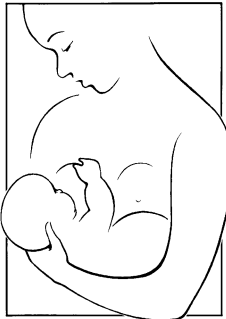
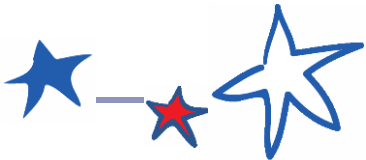
Baby-Friendly MYTH

- Baby-Friendly is not mother-friendly. Mothers should not be forced to care for their own babies so soon after birth



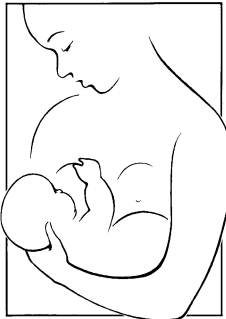
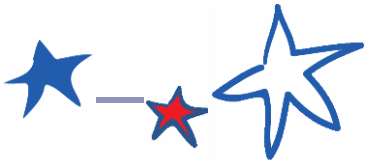
Baby-Friendly FACT

- The early post partum period is a very important time for mothers and babies to learn about each other
- They learn to recognize and respond to each others smells and cues
- What better place for this to happen than in the supportive and educational environment of the Baby-Friendly designated birth facility



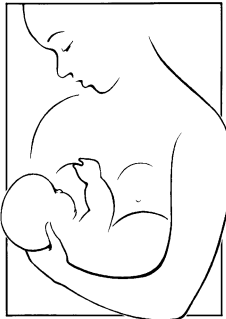
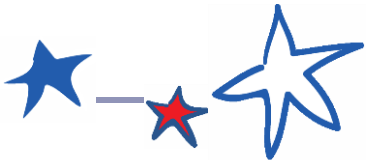
Baby-Friendly MYTH

- There are no pacifiers in a Baby-Friendly facility



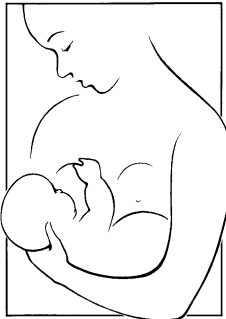
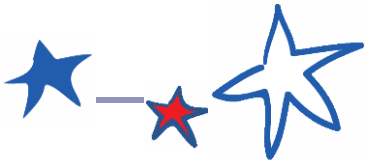
Baby-Friendly FACT

- Step 9 – Give no artificial teats, pacifiers, dummies or soothers to breastfeeding infants
- This refers to the routine use of pacifiers. They may be used for painful procedures or other medical indication



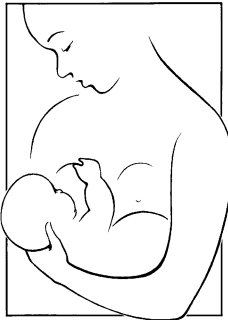
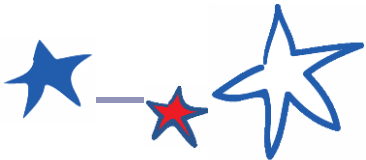
Baby-Friendly MYTH

- We don't have the right number and type of staff to become Baby-Friendly



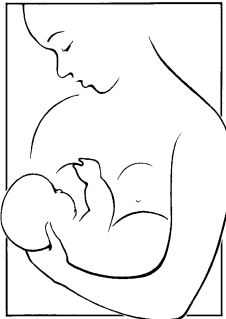
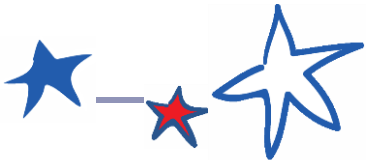
Baby-Friendly FACT

- The Baby-Friendly assessment does not look at the number or type of credentialed providers at a facility
- It assesses the amount and quality of breastfeeding training each provider has received



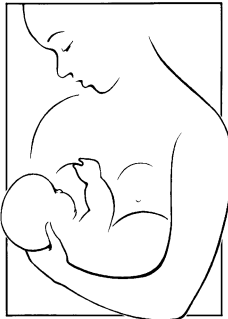
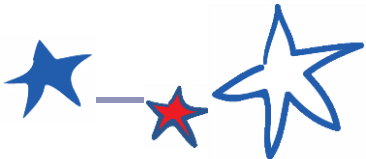
Baby-Friendly MYTH

- There are so many things that we are not doing at our facility, we are not “Baby-Friendly” enough to even start the process



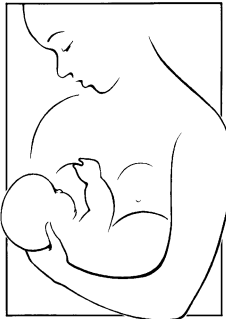
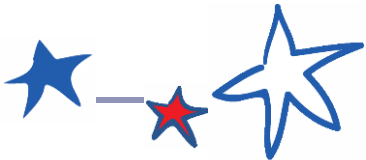
Baby-Friendly FACT

- Although many of the challenges are the same, every facility has its own unique set of hurdles
- The pathway to Baby-Friendly designation is flexible enough to meet each facility at their own specific starting point



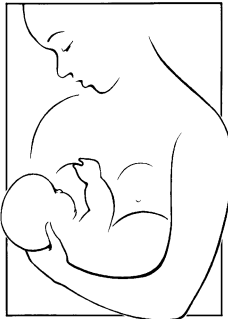
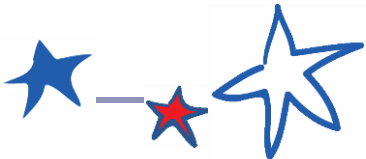
Baby-Friendly MYTH

- The 4-D Pathway takes longer to go through than the old COI program



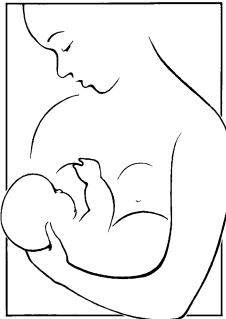
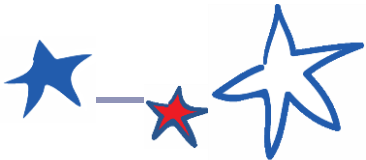
Baby-Friendly FACT

- The Baby-Friendly process is about quality improvement and change management
- Every facility starts at a different point and the time that it takes to incorporate all of the necessary changes will vary
- The 4-D Pathway is flexible, each phase was envisioned to last 1 year but not required to last that long



Baby-Friendly MYTH

- If we don't give out the "diaper bags" mothers will choose a different hospital



Baby-Friendly FACT

- Baby-Friendly designated facilities provide mothers with the best discharge gift ever...a healthy baby that was provided with optimal care for the best start in life

