



The Maryland Department of Health and Mental Hygiene Hospital Breastfeeding Policy Maternity Staff Training Program

Assuring That Your Hospital is Supportive of Breastfeeding
Session 15




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Royce Roberts, Lt. Governor
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Objectives

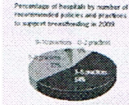
- › Identify barriers and solutions to implementing the steps that comprise the Baby-Friendly Hospital Initiative (BFHI) and the Maryland Hospital Breastfeeding Policy
- › State what Baby-Friendly means
- › State two things you can do or avoid doing at your facility to support breastfeeding



Source: United States Breastfeeding Committee

Hospital Support

- › Hospitals can either help or hinder mothers and babies as they begin to breastfeed
- › BFHI has been shown to increase breastfeeding rates and support mothers by implementing the Ten Steps
- › Hospitals with at least six of the Ten Steps in place have mothers that breastfeed longer




Percentage of hospitals by number of recommended policies and practices to support breastfeeding in 2009

CDC Vital Signs August 2011

Why is Baby-Friendly Important to Me Within My Job?


- › Staff must know what Baby-Friendly Certification means
- › In order to obtain Baby-Friendly Certification, all staff must have some general knowledge about the Ten Steps
- › Staff at hospitals seeking Baby-Friendly Certification or recertification could be stopped and asked questions about Baby-Friendly initiatives – it could be you!




Source: United States Breastfeeding Committee

What is Baby-Friendly?

- › A global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF)
- › Encourages and recognizes hospitals that offer an optimal level of care for lactation




Source: United States Department of Agriculture (USDA)



Source: United States Breastfeeding Committee

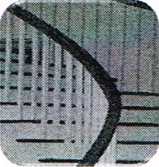
Baby-Friendly

- › To achieve and maintain certification, a hospital must practice the Ten Steps
- › More than 21,000 hospitals worldwide have achieved Baby-Friendly Certification
- › There are far fewer Baby-Friendly hospitals in the United States




Source: United States Breastfeeding Committee

Let's Review the Ten Steps




The Ten Steps



1. Have a written breastfeeding policy that is routinely communicated to all health care staff
 - Know where your breastfeeding policy is located
 - Know the content of the policy
 - Know where the 10 Steps are displayed


The Ten Steps

3. Inform all pregnant women about the benefits and management of breastfeeding
 - Prenatal patients getting care at hospital clinics will receive breastfeeding education through the clinic
 - All patients will be offered breastfeeding education through the facility or a community program
 - Education will include benefits of breastfeeding, exclusivity of breastfeeding, and basic management
4. Help mothers initiate breastfeeding within one hour of birth
 - Babies placed skin-to-skin immediately after birth and should remain so until after completion of the first feeding
 - During this time, mothers should begin learning feeding cues




The Ten Steps

5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants
 - Assess each mother's breastfeeding techniques and offer assistance with position and latch
 - Inform about expression of milk
 - Teach hand expression to all mothers
 - Provide information about pumping and storage of milk for mothers needing to express milk
 - Provide guidance on formula preparation to mothers who decide not to breastfeed




The Ten Steps

6. Give newborn infants no food or drink other than breast milk, unless medically indicated
 - Staff should discuss mother's feeding choice and inform about possible consequences of not breastfeeding
 - Materials used by the hospital should be free of messages advertising alternatives to breastmilk
7. Practice rooming-in
 - Allow mothers and infants to remain together 24 hours a day



The Ten Steps

8. Encourage breastfeeding on demand
 - Teach mothers babies' feeding cues and to feed based on them
 - Encourage no restrictions on feeding frequency or length
9. Give no pacifiers or artificial nipples to breastfeeding infants
 - Mothers shall be educated that use of bottle nipples or pacifiers at this time may interfere with breastfeeding
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic
 - Provide information to mothers regarding where they can find breastfeeding support after hospital discharge



Handy Reminders for the 10 Steps

Breastfed Babies are Healthier Babies

- › Thank you for your support of breastfeeding mothers and babies



SOURCE: J. WILSON/CLM. © J. HANCOCK

References

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