

BABY-FRIENDLY HOSPITAL INITIATIVE in the UNITED STATES

AN OVERVIEW

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What it is NOT ...

>> Anti - Formula

>> Anti - Nurse

>> Anti - Sound standards of medical care

Baby-Friendly Hospital Initiative

- Global program sponsored by WHO & UNICEF to encourage & recognize hospitals & birthing centers that have implemented the 10 Steps to Successful Breastfeeding
- Baby-Friendly, USA is the designated US national authority

Background Info

- The Innocenti Declaration (1990)
- For the protection, promotion, and support of breastfeeding
- Operational target: “ensure that every facility providing maternity services fully practices all 10 of the 10 Steps to Successful breastfeeding ...”
- Establish a national support system:
USBC

Background (cont)

- The 1981 International Code of Marketing Breast milk Substitutes (the “WHO Code”)
 - referenced in & supported by the BFHI

Samples of Code Violations

Healthy People 2010 Goals

- “Increase to at least 75% the proportion of mothers who breastfeed their babies in the early postpartum period and to at least 50% the proportion who continue breastfeeding to 5-6 months old, and to 25% the proportion who continue breastfeeding at 12 months.”
- (Objective 16–19)

The US Numbers

2001

initiation: 69.9%

6 month: 32.5%

12 month: 21%

2008

74.2%

43.1%

21.4%

CDC

2007 – Maternity Practices in Infant Nutrition and Care (mPINC)

Measure breastfeeding related maternity care practices in all intra-partum care facilities across the US – mandatory

Score represents the extent of each state's support of breastfeeding...DC = 76 (63)

International Data

- As of 2009, WHO/UNICEF reports that there are more than 19,000 Baby-Friendly Hospitals worldwide.

The U.S.BFHI

- 1994 - An expert group was convened by Healthy Mothers, Healthy Babies and the U.S. Department of Health & Human Services to study the feasibility of a US based BFHI
- Wellstart International & US Committee for UNICEF developed US assessment criteria
- 1996 - Evergreen Hospital, WA designated first Baby-Friendly US Hospital

Baby-Friendly USA

- 1997 - Baby-Friendly USA incorporated as a non-profit organization, to carry forward the implementation of the BFHI

Current Status of the US BFHI: 2010

- 86 designated “Baby-Friendly Hospitals and Birth Centers
- 101 hospitals & birth centers holding Certificates of Intent to complete the process

“WHY DO IT”

- JJ: “BECAUSE IT’S THE RIGHT THING TO DO FOR OUR PATIENTS”
- Quality Improvement- easy to adapt to QI projects
- Cost Containment: fewer illnesses, healthcare costs \$\$\$
- Public Relations: patient satisfaction, confident in care, referral
- Prestige: WHO/UNICEF international award

Baby-Friendly Process

- Certificate of Intent (5years)
- Fulfillment of the 10 Steps criteria
- An on-site evaluation when ready
- An external review of the on-site evaluation
- An award ceremony for the designation

The Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff
2. Train all staff in skills to implement this policy
3. Inform all pregnant women about the benefits & management of breastfeeding

Ten Steps

4. Help all mothers to initiate breastfeeding within one hour of birth
5. Show mothers how to breastfeed & how to maintain lactation if separated from their infants

Ten Steps

6. Give newborn infants no food or drink other than human milk, unless medically indicated
7. Practice rooming-in to allow mothers & infants to remain together 24 hours a day
8. Encourage breastfeeding on demand

Ten Steps

9. Give no artificial nipples or pacifiers
10. Foster the establishment of breastfeeding support groups & refer mothers to them on discharge from the hospital

- Baby-Friendly, USA

www.babyfriendlyusa.org

Questions?