



Georgetown University Hospital's Journey

Baby-Friendly Hospital
Designation

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DC Breastfeeding Coalition

- OWH/DHHS
- CDC mPINC survey
- 8 facilities city-wide
- Most Breastfeeding-Friendly Hospital in Washington, DC



What the Baby-Friendly Hospital Initiative is NOT

- It is NOT anti-formula
- It is NOT anti-best practices
- It is NOT anti-medical & nursing staff
- No one is forced to breastfeed
- Your facility will not ONLY deliver breastfeeding mothers

What is Baby-Friendly Hospital Initiative (BFHI)?

- “Global program sponsored by the World Health Organization (WHO) and United Nations Children’s Fund (UNICEF) to encourage & recognize hospitals & birthing centers that offer an optimal level of infant feeding care. It assists in giving mothers information, confidence, & skills needed to successfully initiate & continue breastfeeding or formula feeding safely, & gives recognition to hospitals that have done so”.
- <https://www.babyfriendlyusa.org>

So why breastfeed???

- Human milk for human infants offers optimal nutrition, immunization, & emotional framework for our children... our future
- Mothers who choose to provide their milk are healthier in the short & long term
- Families save money ... it's free



So why breastfeed ???

- Less costs for assistance programs
- More \$\$ to buy goods & services
- Higher IQ scores
- Better brain & nervous system development
- Lower health care costs
- Reduces financial burdens on families



So why breastfeed???

- The environment wins
- Formula containers, bottles, nipples disappear
- Less waste, less pollution
- Human milk is sterile, warm, & ready to serve

GUH barriers & challenges

- GUH: 609 bed, not for profit, Medstar Hospital - Magnet Hospital
- Perinatal Service: 1200 births a year
- University Medical & Nursing School
- Intern, Resident, Fellow programs
- Staff training, Nursing transition
- Special care formula use



10 STEPS - BFHI

- **STEP 1:** Have a written Breastfeeding policy- routinely communicated to all staff
- Address all 10 steps, promotes, supports, protects Breastfeeding
- Any references to group instruction promotion of substitutes, bottles, nipples?
- Accessible? Evaluation mechanism for policy?

10 STEPS - BFHI

- **STEP 2:** Train all health care staff in skills necessary to implement policy
- All staff aware of advantages? Acquainted with policy?
- Policy presented during orientation?
- Training within 6 months? At least 8/10?
- 20 hours + 3 hrs. clinical time
- Specific lactation management staff?

10 STEPS - BFHI

- **STEP 3** – Inform all pregnant women of benefits & management of breastfeeding
- Prenatal presentation of human milk for infants
- Prenatal record indicates discussion
- Mother's record available at delivery?
- Oral or written artificial feeding promotion?

10 STEPS - BFHI

- **STEP 4:** Help assist with breastfeeding within first hour of birth
- Skin-to-skin within 30 minutes of birth, remain with mother at least an hour? Normal vaginal births
- Cesarean births (when able to respond)
- Offered help by staff to breastfeed during first hour?

10 STEPS - BFHI

- **STEP 5:** Show how to breastfeed & maintain lactation during separation
- Support within 6 hrs of delivery?
- Mothers able to demonstrate position/latch
- Information on expression/ help if needed?
- Specialized lactation staff available?
- Given attention/support for problematic issues?
- Expression assistance for separation of mother/infant?

10 STEPS - BFHI

- **STEP 6:** Give newborns no food/drink other than human milk, unless medically indicated
- Clear understanding of few medically acceptable reasons?
- Formulas purchased same way as other vendor products?
- Free or low cost formulas? Pay close to retail market price? Actively promote formula?

10 STEPS - BFHI

- **STEP 7:** Practice rooming-in 24 hours
- Remain together for 24 hours?
- Begin within an hour of normal birth?
- Within an hour for Cesarean births when mother can respond to her baby?

10 STEPS – BFHI

- **STEP 8:** Encourage breastfeeding on demand
- No frequency or length of time at breast restrictions
- Infants feed on cue?

10 STEPS - BFHI

- **STEP 9:** Use no artificial teats or pacifiers
- Are infants who are breastfeeding well cared for without bottle feedings or pacifiers?
- Do mothers know they are not necessary?
- Staff demonstrate these are not necessary? Not readily available for use?

10 STEPS - BFHI

- **STEP 10:** Foster & refer to breastfeeding Support Groups at discharge
- Do discharge plans include Support Groups?
- Follow-up from facility? Lactation or postnatal clinics? Home visits, phone calls?
- Facility sponsored group?
- Mother-to-mother counselors within facility?