Achieving Baby-Friendly Designation
Balancing along the winding roads

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I have no conflicts of interest to declare.
Objectives

Participants will learn through the experience of Grand River Hospitals Baby-Friendly Initiative (BFI) designation, key strategies to

- Starting the BFI journey
- Navigating the winding roads and challenges of the 10 Steps to Successful Breastfeeding
- Finding detours around the road blocks
- Sustaining and celebrating accomplishments
• Live Births – 4100/ year
• Childbirth unit has 41 beds with 24 LBRP’s and 17 post partum/antenatal beds
• NICU is level 2+
• 15 Obstetricians, 9 Family physicians, 28 Midwives
• 12 Paediatricians
Baby-Friendly Hospital
Designated 2008
BFHI Re-designation 2013
FIRST STEPS

Breastfeeding committee

Corporate Breastfeeding policy

Skin-to-skin care, 24 hour rooming-in, support person

Medical/non-medical supplementation

Informed consent

Decanting formula

Breastfeeding course for staff
S.T.A.R.T.
S
Share the vision and stay focused.
Talk it up.
Anticipate opposition and welcome it!
Review, repeat and remind.
Take time to celebrate!
BFI 10 Steps & WHO Code Outcome Indicators
ROADBLOCK

$$ formula purchase $$
We ARE doing it!

- BFI committee including all stakeholders.
- *Integrated 10 Steps & WHO Code Practice Outcome Indicators for Hospitals and Community Health Services* document.
- **EDUCATION!!!!**
- Practice changes.
- Quality Council goals and objectives.
Breastfeeding is not only best practice, it’s NORMAL!
Breastfeeding initiation rate – 92%
Exclusive breastfeeding rate – 80%
Medically indicated supplementation rate – 3.5%
Non-medically indicated supplementation – 9.8%
Ten Steps to Successful Breastfeeding
Step 1

Have a written infant feeding policy that is routinely communicated to all staff, health care providers and volunteers.
Breastfeed any time, any where
Step 2

Ensure all staff, health care providers and volunteers have the knowledge and skills necessary to implement the infant feeding policy.
Step 3

Inform pregnant women and their families about the importance and process of breastfeeding.
Step 4

Place babies in uninterrupted skin-to-skin contact with their mothers immediately following birth for at least an hour or until completion of the first feeding or as long as the mother wishes.

Encourage mothers to recognize when their babies are ready to feed, offering help as needed.
Step 5

Assist mothers to breastfeed and maintain lactation should they face challenges including separation from their infants.
Step 6

Support mothers to exclusively breastfeed for the first six months, unless supplements are medically indicated.
STRATEGIES

Education
  In-services
  Parent information sheet
  Decanting formula
  Age appropriate volumes
  Method of supplementing
  Audits for patients and staff

Role playing

Informed consent

TV’s in patient rooms

Video link for staff/physicians/midwives

Colourful posters in patient rooms
Facilitate 24-hour rooming-in for all mother-infant dyads: mothers and infants remain together.
Step 8

Encourage responsive, cue-based feeding. Encourage sustained breastfeeding beyond six months with appropriate introduction of complementary foods.
Support mothers to feed and care for their breastfeeding babies without the use of artificial teats or pacifiers.
Step 10

Provide a seamless transition between the services provided by the hospital, community health services and peer support programs.
The Code

Compliance with the WHO International Code of Marketing of Breast-Milk Substitutes.
Breastfeeding *initiation* rate – 92% (94.7%)

*Exclusive* breastfeeding rate – 80% (76%)

*Medically* indicated supplementation rate – 3.5% (6%)

*Non-medically* indicated supplementation rate – 9.8% (13.7%)

Sustainability
Stat comparisons 2014/2016
Who Benefits?

- Family
- Mother and baby
- Hospital
- Community and Environment
S.T.A.R.T.

S - Share the vision and stay focused
T - Talk it up
A - Anticipate opposition and welcome it
R - Review, repeat and remind
T - Take time to celebrate
It’s a journey, it doesn’t all happen in a day and every step makes a difference.
Be amazed!
S.T.A.R.T.
the journey and enjoy the ride!
REFERENCES

- **BFI 10 Steps and WHO Code Outcome Indicators for Hospitals and Community Health Services** (revised 2017).
- Marie Biancuzzo, RN, MS, IBCLC – 9 Effective Ways to Communicate Your Breastfeeding Policy [http://breastfeedingoutlook.com/blog](http://breastfeedingoutlook.com/blog)
- Breastfeeding Resources Ontario [http://www.breastfeedingresourcesontario.ca/](http://www.breastfeedingresourcesontario.ca/)
QUESTIONS?