JHS Baby Friendly Hospital Initiative

Jackson
HEALTH SYSTEM
Baby Friendly Hospital Initiative

• “The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding.”

• “The BFHI assists hospitals in giving mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies or feeding formula safely, and gives special recognition to hospitals that have done so.”

(Baby Friendly Hospital Initiative)
Why Breastfeed?

Benefits to Baby:
- Decreased risk of SIDS
- Decreased risk of ear and respiratory infections
- Decreased risk of diabetes
- Improved developmental outcomes in premature infants
- Decreased risk of GI infections
- Decreased risk of allergies

Benefits to Mom:
- Faster uterine involution
- Reduction of postpartum bleeding
- Decreased risk of breast cancer, ovarian cancer, osteoporosis & hip fractures
- Decreased risk of cardiovascular disease and diabetes

Benefits to Community:
- Less parent absenteeism from work
- Decrease in health care costs
- Potential decrease in public funding needed for health programs
- AHRQ report: If 90% of mothers BF for 6 months, save 13 billion per year

US Surgeon General Call to Action on Breastfeeding 2011
How do we support this initiative?

• There are 10 steps that the WHO and UNICEF have developed to ensure that breastfeeding is successful in the time a woman is in the hospital and beyond

• The 10 steps form a comprehensive way to improve the care that we deliver to our moms and babies

• The following slides list the Baby Friendly Hospital Initiative Ten Steps to Successful Breastfeeding
Baby Friendly Ten Steps

1. Have a written breastfeeding policy that is routinely communicated to all health care staff
2. Train all health care staff in skills necessary to implement this policy
3. Inform all pregnant women about the benefits and management of breastfeeding
4. Help mothers initiate breastfeeding within an hour of birth
5. Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants
Baby Friendly Ten Steps

6. Give newborn infants no food or drink other than breastmilk, unless medically indicated

7. Practice “rooming in” by allowing mothers and infants to remain together 24 hours a day

8. Encourage breastfeeding on demand (based on infant’s feeding cues)

9. Give no artificial teats, pacifiers, dummies or soothers to breastfeeding infants

10. Foster the establishment of breastfeeding support groups and refer mothers to them upon discharge from the hospital
Important Points to Know

- JHS is in the final Baby Friendly Pathway of Designation phase for accreditation
- Baby Friendly Breastfeeding policy #139 is located in the NetPortal under PHT Policy Manuals
  - The BFHI 10 steps are incorporated into this policy
- All employees should be familiar with hospital initiatives and programs which improve patient health, safety and satisfaction
  - BFHI is similar to The Joint Commission – everyone needs familiarity
- Lactation Consultants are located on the Mother-Baby Units at each hospital location
References


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