

School of Nursing

Course Code : BSCN3002

Course Name: Child health nursing

BABY FRIENDLY HOSPITAL INITIATIVE



**GALGOTIAS
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Introduction

- Baby friendly Hospital Initiative was launched in 1992 in INDIA.
- The history Innocenti declaration on the promoting, protection and support of breastfeeding was produced and adapted by participants at the WHO/ UNICEF policy maker's meeting on breast feeding in 1990s.

Cont...introduction

- The GLOBAL initiative was co- sponsored by the USAID and SIDA.
- The baby friendly hospital camping was launched by the **WHO/ UNICEF** in **mid 1991** in **Ankara** to boost the breastfeeding practices and to counter the trends of **bottle feeding**

Cont...introduction

- Baby friendly hospital are required to adopted breast feeding policy and follow the

“ ten step of Successful breastfeeding”

as recommended by code of practice of WHO/

UNICEF

- ✓ Have a written breastfeeding policy that is routinely communicated to all health care staff.
- ✓ Train all health care staff in skills necessary to implement this policy.
- ✓ Inform all pregnant women about the benefits and management of breastfeeding.

- ✓ Help mothers initiate breastfeeding within one half-hour of birth.
- ✓ Show mothers how to breastfeed and maintain lactation, even if they should be separated from their infants.
- ✓ Give newborn infants no food or drink other than breast milk, unless medically indicated.

- ✓ Practice rooming in - that is, allow mothers and infants to remain together 24 hours a day.
- ✓ Encourage breastfeeding on demand.
- ✓ Give no artificial nipples or pacifiers (soothers) to breastfeeding infants.
- ✓ Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Ten steps to successful breastfeeding (revised 2018)- WHO

• **Critical management procedures**

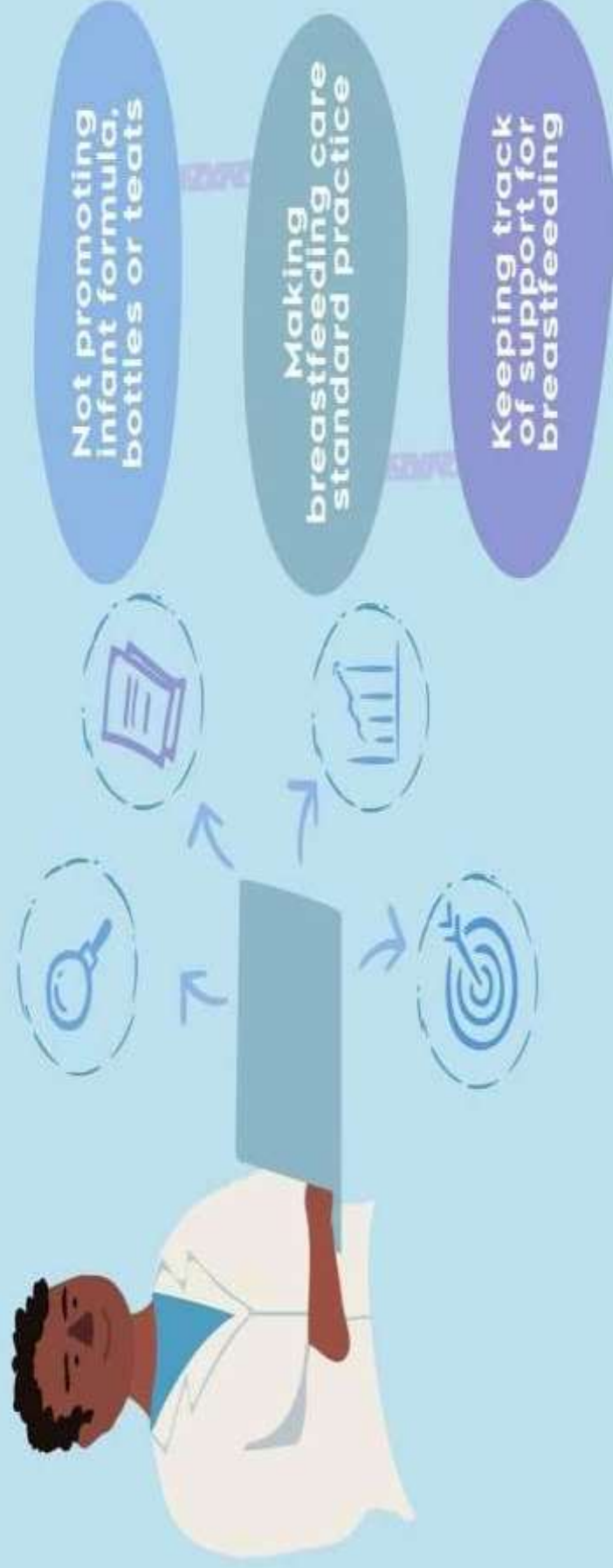
- **1a.** Comply fully with the *International Code of Marketing of Breast-milk Substitutes* and relevant World Health Assembly resolutions.
- **2.** Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.

- **Key clinical practices**
 - 3. Discuss the importance and management of breastfeeding with pregnant women and their families.
 - 4. Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth.
 - 5. Support mothers to initiate and maintain breastfeeding and manage common difficulties.
 - 6. Do not provide breastfed newborns any food or fluids other than breast milk, unless medically indicated.

- **Key clinical practices**
 - 7. Enable mothers and their infants to remain together and to practise rooming-in 24 hours a day.
 - 8. Support mothers to recognize and respond to their infants' cues for feeding.
 - 9. Counsel mothers on the use and risks of feeding bottles, teats and pacifiers.
 - 10. Coordinate discharge so that parents and their infants have timely access to ongoing support and care.

1 HOSPITAL POLICIES

Hospitals support mothers to breastfeed by...



2 STAFF COMPETENCY

Hospitals support mothers to breastfeed by...

Training staff on supporting mothers to breastfeed

Assessing health workers' knowledge and skills



3

ANTENATAL CARE

Hospitals support mothers to breastfeed by...



4 CARE RIGHT AFTER BIRTH

Hospitals support mothers to breastfeed by...

Encouraging skin-to-skin contact between mother and baby soon after birth

Helping mothers to put their baby to the breast right away



5 **SUPPORT MOTHERS WITH BREASTFEEDING**

Hospitals support mothers to breastfeed by...

- Checking positioning, attachment and suckling
- Giving practical breastfeeding support
- Helping mothers with common breastfeeding problems

6 SUPPLEMENTING

Hospitals support mothers to breastfeed by...

- Giving only breast milk unless there are medical reasons
- Prioritizing donor human milk when a supplement is needed
- Helping mothers who want to formula feed to do so safely

7

ROOMING-IN

Hospitals support mothers to breastfeed by...

Letting mothers and babies stay together day and night

Making sure that mothers of sick babies can stay near their baby



8 RESPONSIVE FEEDING

Hospitals support mothers to breastfeed by...



Helping mothers know when their baby is hungry

Not limiting breastfeeding times

9 BOTTLES, TEATS AND PACIFIERS

Hospitals support mothers to breastfeed by...



Counsel on the mothers on the use and risks of feeding bottles, teats, and pacifiers



10

DISCHARGE

Hospitals support mothers to breastfeed by...



Referring to mothers to community resources for breastfeeding support

Working with communities to improve breastfeeding support services

REFERNECES

- 1. Parul Dutta . Textbook of pediatric Nursing, 2nd edition: Jaypee Publishers; 20014, 25-28 .
- 2. <https://www.who.int/nutrition/topics/bfhi/en/>
- 3. https://en.wikipedia.org/wiki/Baby_Friendly_Hospital_Initiative

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