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Introduction-BABY FRIENDLY HOSPITAL INITIATIVES

- BFHI is a global movement, spearheaded by WHO and UNICEF that aims to give every baby the best start in life by creating a health care environment where breastfeeding is the norm.
- Maternity wards and hospitals applying the principles in the joint statement are being designated baby friendly to call public attention to their support for sound environment.

Goals of BFHI

1. To transform hospitals and maternity facilities through implementation of the “ten steps”.
2. To end the practice of distribution of free and low - cost supplies of breast milk substitutes to maternity wards and hospitals.

- BFHI has incorporated the International Code of Marketing of Breast-milk Substitutes (1981) and is aimed to protect and promote breastfeeding.
- Since the launch of initiative, more than 20,000 hospitals in 156 countries in the world have adopted it over the last 15 years.

Steps of BFHI

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

6. Give newborn infants no food or drink other than breast milk unless medically indicated
7. Practice rooming in- allows mothers and newborn to remain together 24 hours a day
Rooming -in. A hospital arrangement where a mother/ baby pair stay in the same room day and night, allowing unlimited contact between mother and infant.

8. Encourage breastfeeding on demand

- Earlier passage of meconium
- Lower maximal weight loss
- Breast milk flow established sooner
- Larger volume of milk intake on day 3
- Less incidence of jaundice

9. Give no artificial teats or pacifiers (also called dummies and soothers) to breastfeeding infants

10. Foster the establishment of breast feeding support group and refer mothers to them on discharge from hospital or clinic Supports can include.

Summary and role of Baby-friendly hospitals

AIM: To contribute to the provision of safe and adequate nutrition for infants by:

- The protection and promotion of breastfeeding, and
- Ensuring the proper use of breast-milk substitutes, when these are necessary, on basis of adequate information and through appropriate marketing and distribution.

Scope

Marketing, practices related, quality and availability, and information concerning the use of:

- breast-milk substitutes, including infant formula
- other milk products, foods and beverages, including bottle-fed complementary foods, when intended for use as a partial or total replacement of breast milk.

Summary of the main points of the International Code

- No advertising of breast-milk substitutes and other products to the public
- No donations of breast-milk substitutes and supplies to maternity hospitals
- No free samples to mothers
- No promotion in the health services
- No company personnel to advise mothers
- No gifts or personal samples to health workers

- No use of space, equipment or education materials sponsored or produced by companies when teaching mothers about infant feeding.
- No pictures of infants, or other pictures idealizing artificial feeding on the labels of the products.
- Information to health workers should be scientific and factual.
- Information on artificial feeding, including that on labels, should explain the benefits of breastfeeding and the costs and dangers associated with artificial feeding.
- Unsuitable products, such as sweetened condensed milk, should not be promoted for babies.

Further strengthening of BFHI

- The Global Strategy urges that hospital routines and procedures *remain* fully supportive of the successful initiation and establishment of breastfeeding through the:
 - Implementation of the Baby-friendly Hospital Initiative
 - Monitoring and reassessing already designated facilities; and
 - Expanding the Initiative to include clinics, health center, and paediatric hospitals

THANK YOU