

Baby Friendly



Centura Health®



Baby Friendly



- Penrose/SFMC is pursuing the Baby Friendly Designation, becoming a center of excellence for breastfeeding



What is the Baby Friendly Hospital Initiative?

The Baby Friendly Hospital Initiative is **a global initiative to promote infant health through breastfeeding.**

Why is it called “Baby Friendly”?

Because “Baby” and “Friend” are recognizable words in most of the world’s languages

Why is this initiative so important?

Studies have shown that breastfed babies are less likely to suffer from serious illnesses

How is this initiative carried out?

*This initiative is carried out by applying **The Ten Steps to Successful Breastfeeding***

The Baby Friendly Hospital Initiative (BFHI) is a global program that was launched by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) in 1991 to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/baby bonding.

Ten Steps to Successful Breastfeeding

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



Step 6. Give infants no food or drink other than breast milk, unless medically indicated.

Step 7. Practice rooming-in--allow mothers and infants to remain together 24 hours a day.

Step 8. Encourage breastfeeding on demand.

Step 9. Give no pacifiers or artificial nipples to breastfeeding infants.

Step 10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.



Penrose/SFMC is pursuing the Baby Friendly Designation

- **Our goal is to achieve Baby Friendly Hospital Designation by late 2016**
- Penrose/SFMC must be evaluated by Baby-Friendly USA assessors to receive the designation.
 - Baby friendly assessment process is similar to the Joint Commission process -- but is **not** as strict!
 - Assessors will visit SFMC late 2016.
 - Employees will be interviewed to make sure they understand the initiative.
 - The purpose of this training is to help you prepare for the assessment visit.

What is your role in Penrose/SFMC receiving the Baby Friendly Designation?

You have an important role in helping Penrose/SFMC receive the Baby Friendly Designation.

If you have a clinical role in Mother/Baby or Labor & Delivery, you will receive 20 hours of additional training.

Even if you do not have a clinical role, you might be interviewed by the assessors.

Here's what you need to know:

- You need to be able to describe the Baby Friendly Hospital Initiative.
- You need to be able to help mothers find a comfortable space to feed their babies.
- You need to know how to reach staff who are available to help mothers.



Penrose/SFMC cannot market infant formula!

One of the guiding principles of the Baby Friendly Initiative is that:

Mothers should be protected from the promotion of breast milk substitutes and other efforts that undermine an informed feeding choice.

As part of the Baby Friendly Initiative:

- No free samples of infant formula will be given to patients.
- No magazines or posters advertising formula can be in Penrose or SFMC



Safe Formula Prep for those choosing to formula feed

- Check the expiration date on the label
- Wash the top of the can before opening it
- Wash your hands, the bottles, and the nipples with hot soapy water
- Follow the directions exactly
- Use **hot water (158°F/70°C and above)** to make the formula
- Cool formula to ensure it is not too hot before feeding baby
- Test the temperature by shaking a few drops on your wrist



Safe formula prep

- The hot temperature is needed to kill the Cronobacter bacteria in the powdered formula
- Cronobacter illness is very rare, but it is often deadly in young infants
- Liquid formulations of infant formula are made to be sterile and should not transmit Cronobacter infection.



Use formula quickly or store safely

- Use formula within 2 hours of preparation. If the baby does not finish the entire bottle of formula, discard the unused formula.
- If you do not plan to use the prepared formula right away, refrigerate it immediately and use it within 24 hours. Refrigeration slows bacterial growth and increases safety.
- When in doubt, throw it out. If you can't remember how long you have kept formula in the refrigerator, it is safer to throw it out than to feed it to the baby.
- Warm bottle in container of hot/warm tap water, **never** in the microwave.

Where to get a breast pump

- **Penrose**

- Call supply chain for the Lactina pump and kit
- After 8pm, call House Supervisor to get the pump and kit

- **SFMC**

- 5th floor has their own symphony pump
- Call Lactation or Mother/Baby Charge RN for a pump



What if someone needs breastfeeding assistance?

If a mother needs breastfeeding assistance, contact a Lactation Consultant.

Lactation Consultants work with women and babies to promote and assist with breastfeeding. Lactation is staffed 7 days a week.

To reach a Lactation Consultant:

- Call SFMC inpatient office at 571-3018 for questions or concerns, please leave message if no answer.
- Outpatient appointments, call 571-3100. \$25.00 for an appointment.
- Breastfeeding support group every Tuesday 1pm-2pm. Free, but call to register at 571-3100.



What have you learned?

- The Baby Friendly Hospital Initiative is a global initiative to promote infant health through breastfeeding.
- This initiative is important because studies have shown that breastfed babies are less likely to suffer from serious illnesses.
- This initiative is carried out by applying The Ten Steps to Successful Breastfeeding.
- You need to be able to describe the Baby Friendly Hospital Initiative, be able to help mothers find a comfortable space to feed their babies, and know how to reach staff who are available to help mothers.
- The lactation consultant can be reached at 571-3018.
- Safe formula preparation and handling, for those choosing not to breastfeed.

