Baby-friendly Hospital Initiative
Implementation guidance (2018)

Maaike Arts, UNICEF NYHQ June 13th 2019
BFHI – Timeline, key documents

• 1989: The Ten Steps to Successful Breastfeeding

• 1991: WHO and UNICEF launch BFHI

• 2009: BFHI guidance updated

• 2016: Global BFHI Congress
Impact of the BFHI

Randomised control trial in Belarus\(^1\):

16 Hospitals “BFHI”, 16 controls
At 3 months: 43% vs. 6.4% exclusive breastfeeding

Systematic review (58 studies from 19 countries)\(^2\):

Following the Ten Steps leads to increased BF rates
Exposure to more steps leads to higher BF rates
Avoiding supplementation (Step 6) key to success
Community support (Step 10) crucial to maintain BF

Globally, 10% of births occurred in facilities designated as baby-friendly in 2017 (168 countries)

Source: WHO report *National Implementation of the Baby-friendly Hospital Initiative*
Updating the BFHI - process

Guideline development process
- WHO Guideline Review Committee
- Guideline Development Group
- Systematic literature reviews

Implementation Guidance development process
- External Review Group
- Case-studies
- Key informant interviews

Peer review

Clinical Care Guidelines

Inputs at BFHI Congress

Draft Guidance

Public comment

Implementation Guidance

http://www.who.int/nutrition/publications/infantfeeding/bfhi-implementation/en/
Key points in the updated BFHI guidance

1. BFHI should be responsibility of every facility providing maternity and newborn care (private & public, large & small)

2. National standards of care based on updated Ten Steps

3. Integration with other MCH, health care improvement, HSS and quality assurance initiatives and people-centered care

4. Ensure that health care providers have the competencies to implement the BFHI (pre-service training; in-service training)

5. Develop incentives (public recognition and other)

6. Regular internal monitoring is a crucial element

7. External assessments to be streamlined (manageable within existing resources)
Main changes to the Ten Steps

- Preterm and LBW newborns included explicitly
- Reorganized into
  - 4 critical management procedures
  - 8 key clinical practices
- Code of Marketing of Breast-milk Substitutes added
- Internal monitoring added
- Removed prohibition on use of bottles, nipples, and pacifiers – focus on counselling
- Change in role of facilities for follow-up after discharge
Ten Steps to Successful Breastfeeding

Critical management procedures
1. Facility policies:
   a) Code of marketing
   b) Breastfeeding policy
   c) Internal monitoring
2. Staff competency

Key clinical practices
3. Antenatal information
4. Immediate postnatal care
5. Support with breastfeeding
6. Supplementation
7. Rooming-in
8. Responsive feeding
9. Feeding bottles, teats and pacifiers
10. Care at discharge
Notes on Step 5

Support mothers to initiate and maintain breastfeeding and manage common difficulties.

Notes on implementation for preterm newborns:

• Practical support for preterm, including late preterm, newborns is particularly critical.

Relevant global standards:

• At least 80% of mothers of preterm or sick infants report having been helped to express milk within 1–2 hours after birth.
• At least 80% of mothers of breastfed preterm and term infants can correctly demonstrate or describe how to express breast milk.
Notes on Step 6

Do not provide breastfed newborns any foods or liquids other than breast milk, unless medically indicated.

Notes on implementation for preterm newborns:

• Infants who cannot be fed their mother’s own milk, or who need to be supplemented, especially LBW infants, including those with VLBW and other vulnerable infants, should be fed donor human milk.

• If donor milk is unavailable or culturally unacceptable, breast-milk substitutes are required.

• In most cases, supplementation is temporary.

• Mothers must also be supported and encouraged to express their milk to continue stimulating production of breastmilk, and to prioritize use of their own milk.
Notes on Step 6 cont’d

Do not provide breastfed newborns any foods or liquids other than breast milk, unless medically indicated.

Relevant global standards:

• At least 80% of infants (preterm and term) received only breast milk (either from their own mother or from a human milk bank) throughout their stay at the facility.

• At least 80% of preterm babies and other vulnerable newborns that cannot be fed their mother’s own milk are fed with donor human milk.

• At least 80% of mothers with babies in special care report that they have been offered help to start lactogenesis II (beginning plentiful milk secretion) and to keep up the supply, within 1–2 hours after their babies’ births.
Notes on Step 7

*Enable mothers and their infants to remain together and to practice rooming-in 24 hours a day.*

Notes on implementation for preterm newborns:

- If preterm or sick infants need to be in a separate room to allow for adequate treatment and observation, efforts must be made for the mother to recuperate postpartum with her infant, or to have no restrictions for visiting her infant.
- Mothers should have adequate space to express milk adjacent to their infants.

Global standards:

- At least 80% of mothers of preterm infants confirm that they were encouraged to stay close to their infants, day and night.
Notes on Step 9: Use of bottles, teats and pacifiers

Notes on implementation:

- Bottles with teats **not recommended** for preterm newborns
- Non-nutritive sucking and oral stimulation **recommended** for preterm newborns
- All mothers should be counselled on the **risks** of using bottles, teats and pacifiers with regards to:
  - Hygiene
  - Recognition of feeding cues

Global standard:

- At least 80% of breastfeeding mothers of preterm and term infants report that they have been **taught about the risks of using feeding bottles, teats and pacifiers.**
Responsibilities of a national BFHI programme

1. National leadership & coordination
2. Policies & professional standards of care
3. Health professional competency building
4. External assessment
5. Incentives & sanctions
6. Technical assistance to facilities
7. National monitoring
8. Advocacy
9. Ensure financing

Achieve national coverage

Achieve sustainability
Thank you