

ACHIEVING A BABY-FRIENDLY CULTURE

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Grand River Hospital



- Live Births – 4100/ year
- Healthy term newborns > 37 weeks gestation – 3600
- Childbirth unit has 41 beds with 24 LBRP's and 17 post partum/antenatal beds
- NICU is level 2+
- 14 Obstetricians, 8 Family physicians, 30 Midwives
- 12 Paediatricians

Baby- Friendly Hospital

Designated 2008

BFHI Re-designation 2013



The direction we are going will determine our destination.



STATISTICS



	BFI Benchmark	2008	2014- 2015
Exclusive BF rate	75%	68%	80%
Medical supplementati on rate		9.6%	3.8%
Non-medical supplementati on rate	>10%	12.4%	9.8%
Formula Only		10.8%	6.1%



S.T.A.R.T.

S- SHARE THE
VISION AND STAY
FOCUSED



T - TALK IT UP!





A- ANTICIPATE
OPPOSITION AND
WELCOME IT

R- REVIEW, REPEAT AND REMIND



T - TAKE TIME TO CELEBRATE!



10 Steps Practice Outcome Indicators



ROADBLOCK

\$\$ *formula purchase* \$\$



We ARE doing it!!!

BFI committee including ALL stakeholders

BCC Integrated Ten Steps Practice Outcome Indicators
document

EDUCATION!!!!

Practice changes

Quality Council goals and objectives



**Breastfeeding
is not only
best practice,
It's
NORMAL!**



Ten Steps to Successful Breastfeeding



Step 1

Have a written Breastfeeding policy that is routinely communicated to all health care staff



Breastfeed any time, any where



Step 2

Train all health care providers in the knowledge and skills necessary to implement the breastfeeding policy



Step 3

Inform pregnant women and their families about the benefits and management of breastfeeding



Step 4

Help mothers to initiate breastfeeding within
30 minutes of birth



A Black woman with her hair in braids is shown in profile, holding a newborn baby. She is looking down at the baby with a gentle expression. The baby is wrapped in a white blanket and is resting against her. The background is a white hospital bed.

Stable temperature

Stable blood sugar

Increased bonding
and confidence

Babies latch sooner
and better

Less work for everyone

Step 5

Teach mothers how to
breastfeed and maintain
lactation even if
separated from their
infants



Breastfeeding Group Session



STEP 6

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



STRATEGIES

MEDICAL/NON-MEDICAL SUPPLEMENTATION
In-services
education

Role playing

PARENT INFORMATION SHEET -Informed consent

Decanting formula

education

education

Age appropriate volumes

education

Method of supplementing

Audits

TV's in patient rooms

Video link for staff/physicians/midwives


education

education

Colourful posters in patient rooms

HURRAY!





“We are what we repeatedly do”

“Excellence, then, is not an act but a habit”

Stephen Covey

S.H.I.N.E.

S - Skin-to-skin

H - Hand express

I - Independently
position and latch
baby

N - No interruptions

E - Evaluation –
accurate and
thorough



S

Skin-to-skin care

Immediately

Uninterrupted

Consistently



Breastfeeding management – non-latching newborn in the first 24 hours

Some newborns may have difficulty getting started breastfeeding in the first 24 hours. The following suggestions will help most babies become more alert and ready to feed:

- 1. Keep your baby skin-to-skin as much as possible***
- 2. Hand express colostrum into your baby's mouth hourly***
- 3. Offer the breast to your baby every one to three hours
(minimum of 8 times in 24 hours)***
- 4. If baby is not latching in 6 to 8 hours, start pumping or hand
express
for 15 minutes on each side to stimulate milk production***
- 5. Feed colostrum to baby with a spoon/cup or by finger feeding
(bottles are not recommended in first 24 hours)***

H

Hand Expression



Nutrition
Antibodies
Blood sugar
Laxative

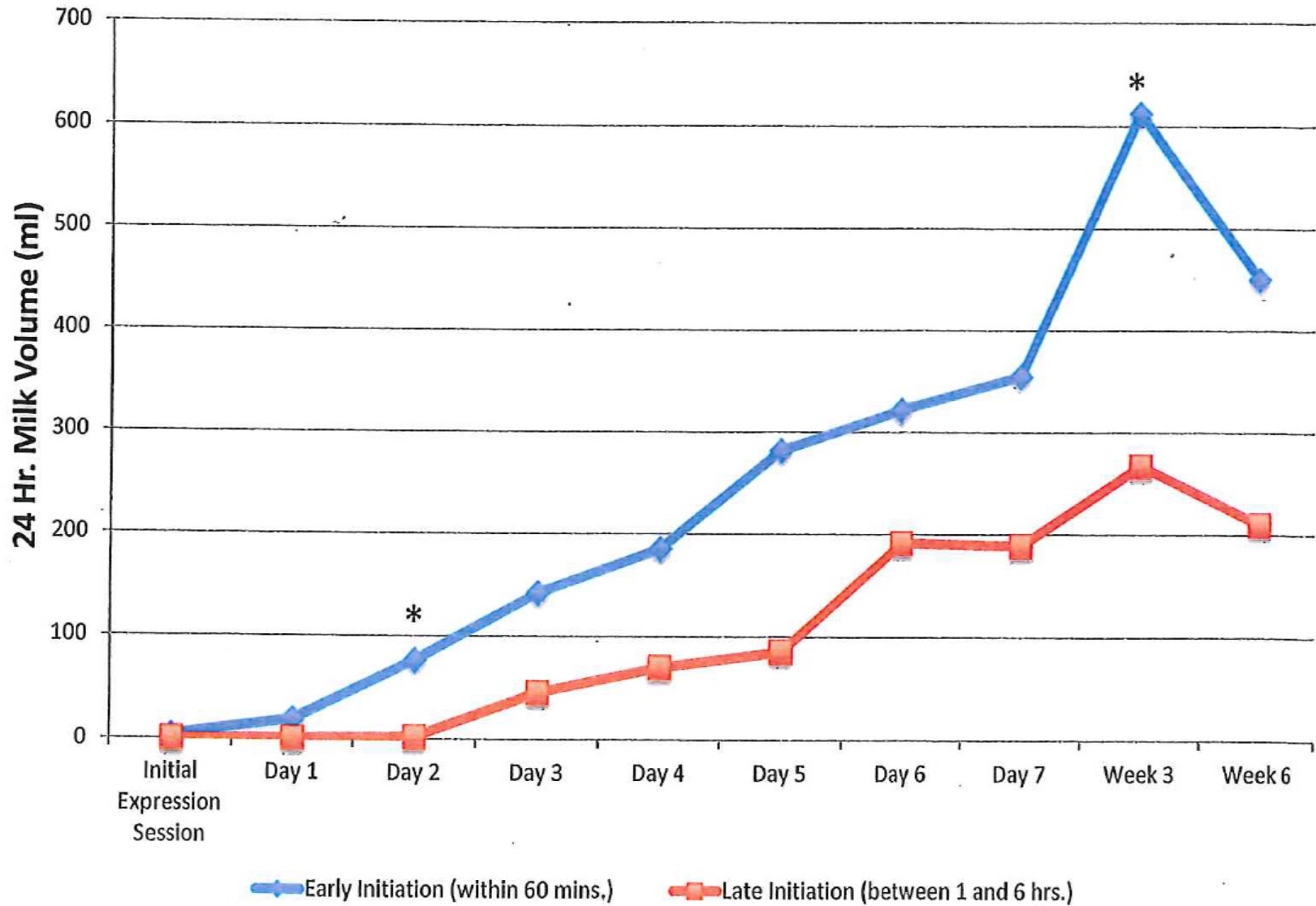


No milk
Crying?
Hungry?
Enough?

**HAND
EXPRESS**

Effect of Early Breast Milk Expression

(Parker et al. 2012)



* Significance of 0.01

Breastfeeding Group Session





INDEPENDENTLY LATCH



Our Role

Feeding cues

Both mom and babe
need to learn

Our role is to teach,
support and create an
environment
conducive to learning

Patience!!



Good intentions

Hands off!

Ask permission

Consistent , accurate
information

Empower!!!



N

NO INTERRUPTIONS





Interruptions

- Average 54 interruptions = 4.5 interruptions/hour
- Interruptions frequent and erratic
- Only 24 episodes of uninterrupted time, lasting 9 minutes or less
- Mothers feel rushed-unsure when the next person would enter the room
- Interruptions took precedence over breastfeeding
- Mothers would cease breastfeeding immediately when interruptions occurred
- Little time to rest, care for themselves or feed the infant





Timing is critical

Start at birth

Assessments done skin-to-skin

Cluster tasks

Limit visitors/time



E

EVALUATION



EVALUATE

each situation

accurately,

without assumptions,

before coming to a

conclusion





Do we **REALLY** have a
problem?

Fact or assumption?

Ask the right questions

Consider all options



Why do we supplement?

Most common time to supplement 7pm to 9am

Sleepy baby

Breast refusal

Latch difficulty

Sore nipples

Fussy, unsettled baby

Belief of insufficient colostrum

Cultural bias

Maternal anxiety



Overworked staff, lack of teaching time, lack of knowledge

Medical Indications for Formula Supplementation (UNICEF 1992)

- Low blood sugar which does not improve with increased breastfeeding or by being given breast milk
- Significant dehydration
- The mother is ill and/or separated from her baby
- Baby is jaundiced and unable to breastfeed
- Mother's medication is not safe for her breastfeeding baby
- Preterm or severely ill baby that is unable to breastfeed well or meet all nutritional needs from only breast milk
- Other medical indications-as per physician's orders

Supplementation



Ensure informed consent



Give age appropriate volumes



Alternate methods that best promotes the mothers goal to breastfeed



No bottles



Return to exclusive breastfeeding as soon as baby is medically stable

SHINE



S

Skin to skin

H

Hand express

I

Independently initiate a deep latch with proper positioning

N

No interruptions

E

Evaluation – accurate and thorough

Step 7



Rooming in

Mothers and infants
remain together
24 hours a day

Step 8

Encourage cue-led breastfeeding



Step 9

Give no artificial
teats or
pacifiers to
breastfeeding
infants

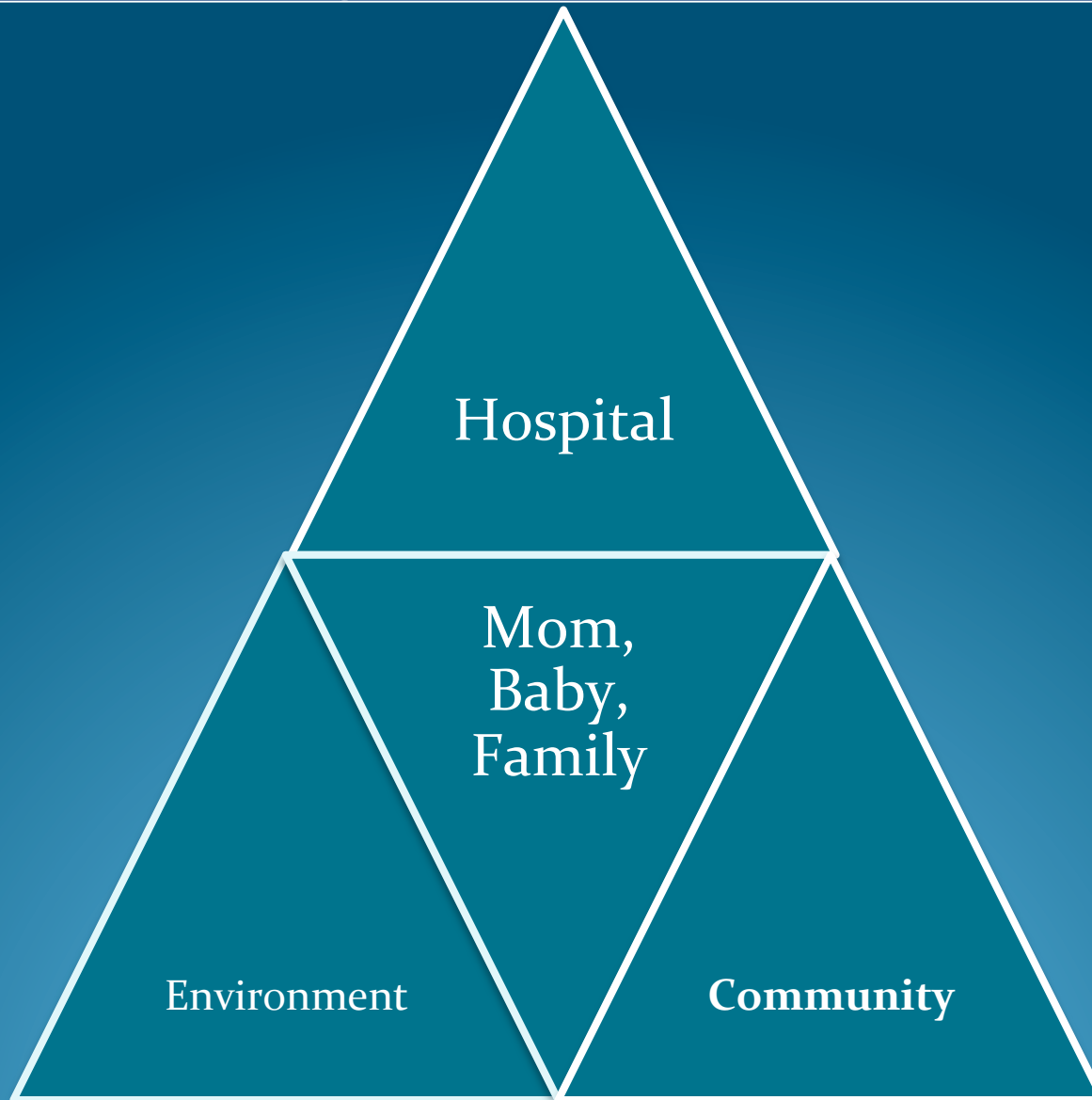


Step 10

Foster the establishment
of breastfeeding
support groups and
refer mothers to them
on discharge



Everyone Benefits!



S.T.A.R.T.

S – Share the vision

T – Talk it up

A – Anticipate opposition

R – Review, repeat, remind

T – Take time to celebrate





BE
AMAZED

A warm, golden sunset or sunrise scene. The sun is a bright, glowing orb in the upper right quadrant, casting a soft light across the sky. Below the horizon, there are dark, silhouetted hills or mountains. The overall color palette is dominated by shades of orange, yellow, and brown.

S.T.A.R.T.
the journey

Enjoy the
ride!!

References

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QUESTIONS?

