The Ten Steps of Baby Friendly

The Baby-Friendly Hospital Initiative (BFHI) is an international program of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF).

The Initiative celebrates hospitals and birth centers that have put in place policies and practices to enable parents to make informed choices about how they feed and care for their babies.

Hospitals and birth centers that have implemented the Ten Steps create an optimal environment for the initiation of breastfeeding.
Step 6
Give newborn infants no food or drink other than breastmilk, unless medically indicated.

How we did it...
“You can never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

~ R. Buckminster Fuller
Change is worth it...
A Paradigm Shift

BEHOLD! A SIGHT ONCE THOUGHT TO BE ENDANGERED...

KNOWLEDGE

COMFORT

CALM

HEAT

PROTECTION

NOURISHMENT

THE NEWBORN INFANT IN ITS NATURAL HABITAT
Institutional Buy-In: Fiscal Impact of being Baby Friendly: CDC Vital Signs 2011
Breast feeding in the United States

Three out of four mothers (75%) in the U.S. start out breastfeeding, according to the Centers for Disease Control and Prevention’s 2010 Breastfeeding Report Card.

At the end of six months, breastfeeding rates fall to 43%, and only 13% of babies are exclusively breastfed.

Among African-American babies, the rates are significantly lower, 58% start out breastfeeding, and 28% breastfeed at six months, with 8% exclusively breastfed at six months.

The Healthy People 2020 objectives for breastfeeding are: 82% ever breastfed, 61% at 6 months, and 34% at 1 year.
Breastfeeding protects babies from infections and illnesses that include diarrhea, ear infections and pneumonia.

Breastfed babies are less likely to develop asthma.

Children who are breastfed for six months are less likely to become obese.

Breastfeeding reduces the risk of sudden infant death syndrome (SIDS).

Mothers who breastfeed have a decreased risk of breast and ovarian cancers.

Families who follow optimal breastfeeding practices can save between $1,200–$1,500 in expenditures on infant formula in the first year alone.

If 90% of U.S. families followed guidelines to breastfeed exclusively for six months, the U.S. would annually save $13 billion from reduced medical and other costs.

For both employers and employees, better infant health means fewer health insurance claims, less employee time off to care for sick children, and higher productivity.

Health care costs for newborns are three times lower for babies whose mothers receive lactation support.
Baby Friendly Hospital Initiative

Implementing Lasting Cultural Change at Woodland Memorial Hospital
Breastfeeding Task Force

Prenatal lactation topics

Postpartum lactation shared MD appointments

BF Task Force

Quality measures/Clinical certification counsel

OB/Peds meeting

Staff Leadership Team

New Employee training

New Provider training

Safety exam

Skills Fair
Provider Buy-In for discussing breastfeeding
Staff Training
What if: Altering the way we care for mothers and babies could conclusively change their lives?
Underlying Assumptions

Paradigm A

• We are taught to ‘latch babies on’
• Babies must breastfeed in the first hour
• Babies are not capable
• ‘Forcing’ mom to breastfeed
• Breastfeeding support is hard and takes a lot of time

Paradigm B

• Babies behave predictably in response to their environment
• The normal environment for the newborn is skin to skin care
• Honoring the mother’s choice
• Providing breastfeeding support is easy and will save you time
• Babies don’t need to cry
Definition of Attachment and Bonding

• When the mother/father view their needs as secondary to the needs of the infant
• A desire to be together
• A feeling of emotional connection
• The complex process in which a baby learns to trust and depend on other human beings
Skin to Skin

Infant is naked on mothers’ naked chest, there is no bedding or clothing between them during the first four hours of life.

Baby will be more active, more awake, and less crying.

Mother and Baby are bonding through skin to skin care.
Skin To Skin Improves Neurobiological Responses: Nils Bergman

- Improved motor and system balance and state regulation
- Improved sleep organization
- Increased ability of the infant to block out unnecessary stimuli
- Potent intervention against pain
- Improved infant brain development
Skin To Skin Improves Neurobiological Responses:
Ferber, Makhoul

One hour of skin to skin resulted in:

• Improved motor system balance and state regulation
• Better sleep organization for both infant and mother
The Amazing Talents of the Newborn
Marshall Klaus MD, Linnart Righard MD

Behavioral and physiologic observations of infants and mothers have shown them ready to begin interacting in the first minutes of life.

The newborn infant has the ability to crawl toward the breast to initiate suckling and mother-infant thermoregulation.

The attachment felt between mother and infant is biochemically modulated through oxytocin.

Encouraging attachment through early skin to skin contact, suckling, and rooming-in is beneficial to both mother and infant.
On-going skin to skin is good for Dads too!
Relational Learning

• It is more important to stay connected to the patient than to only deliver the message

• Our language is based on support
Changing Our Language

• Point out how baby is using all five senses to get to know parents and remind visitors that parents need quiet and privacy in this early learning period.

• Show mother when her baby demonstrates feeding cues and encourage her to follow her baby’s lead.
Changing Our Language

- It’s working! Can we help you with any breastfeeding concerns?
- When babies are skin to skin, they want to breastfeed a lot. What a smart baby!
- Signs for baby being ready to feed are...
- Your baby wants to cluster feed. That is perfectly normal.
- Your baby may cry if you put him down. Your baby wants to be near you all the time.
Changing Our Language

• Provide ongoing support and encouragement. Give parents lots of praise for connecting with their baby in this gentle and loving way.
• It takes time to learn the dance of breastfeeding your baby.
• Congratulations! You are transitioning into becoming a family!
Words NOT to use with Breastfeeding Support

- Starving
- Needy
- Spoiled
- Difficult
- Demanding
- Manipulative
- Greedy
- Using you as a pacifier
- Your baby needs to cry, it’s good for your baby to cry
Crying is Bad for Babies: Recovery from Protest/Despair

- Impairs lung functioning (closing glottis)
- Increases intra-cranial pressure
- Initiates a cascade of stress reactions
- Takes 20 minutes to flush stress hormones from newborn’s body
- Recovery following separation is essential to support breastfeeding
Confusing Messages?

- It is the conflicting messages about the newborn’s behaviors that can confuse and frustrate moms and babies.

- Let the mom/baby relationship grow and build on its own with your support.
Clear Messages to Mother

• Our language reassures mom that baby’s behaviors are normal and she can relax and attend to the needs of her new baby.
Message to Mother: Breastfeed Early and Often
Breastfeeding is Good For You,
Breastfeeding is Good For Your Baby
Message to Mother: Keep Mother and Baby Together, Minimize Interruptions
We take time to teach infant cues
Frequent Feeds ...
Skin to skin...
Patient Education = Patient Satisfaction
Processed Human Milk
Hospital is one of First in Nation to Provide Donated, Processed Human Milk to Well Infants; Part of Woodland Healthcare’s Commitment to Healthier Moms and Babies
10.16.2012

Woodland, CA, August 14, 2012 – Woodland Memorial Hospital has become one of the first hospitals in the nation to make donated, processed human breast milk available to well newborns as part of their ongoing effort to provide the healthiest care environment for mothers and infants.

“Research has shown that if a mother is not able to provide her own milk for her baby, donated, processed human milk is a healthier choice than formula,” explains Elli Olson, Vice President Nursing/Chief Nurse Executive at Woodland Healthcare. While many hospitals keep donated breast milk on hand, it is typically reserved for at-risk infants or those receiving care in the Neonatal Intensive Care Unit (NICU). “Here at Woodland Memorial we are making our Mother’s Milk Bank available to every baby because we feel so strongly about the remarkable and important health benefits of human milk.”

The American Academy of Pediatrics (AAP), the World Health Organization and the Centers for Disease Control all recommend that infants under six months of age consume human milk, exclusively. These organizations have found that human milk provides the best possible nutrition for infants, including protection against many infant, childhood and adult diseases. Donated, processed human milk offers all of the benefits of a mother’s own breast milk, including optimal nutrition, easy digestibility and growth factors to promote maturation and healing of tissues, immunologic protection and infection fighting components. “We believe that if we can encourage moms to give any breast milk – their own or donated, processed milk - to their baby while they are in the hospital, their babies will have a good head start to a healthier childhood,” explains Ricci Ros, Family Birth Place Director at Woodland Healthcare. When a medical need for supplementation arises, Woodland Memorial will provide donated, processed human milk. “We support each mother’s right to bottle feed. We just encourage them to put breast milk in the bottle.”

Woodland Memorial has long been recognized as a leader in providing the healthiest possible care environment for mothers and their newborn infants. Woodland Memorial is a Baby Friendly Hospital, as recognized by the World Health Organization and the United Nations Children’s Fund. This distinction recognizes Woodland Memorial’s commitment to the highest level of care for their Family Birth Place patients, including assistance with lactation and feeding. Woodland Memorial’s specially-trained lactation consultants are available to provide support and education seven days a week to patients and are also available for assistance should difficulties arise after mother and baby go home.

Woodland Memorial receives its donated, processed human milk from the Mother’s Milk Bank at Valley Medical Center, in San Jose – a licensed tissue bank that has been providing this service since 1974 and has provided more than 1.5 million ounces of donated human milk to help babies survive and thrive. Women donating their breast milk must be healthy and undergo thorough screening. Donated milk is pasteurized and tested to ensure its safety. The milk is shipped frozen and is carefully handled and labeled. Donated, processed human milk has been proven to be safe for infant feeding and has never been linked to a documented transmission of disease or illness. “We are very proud of our Mother’s Milk Bank,” says Ros. “In the past, mothers who were diligently trying to breastfeed but encountered difficulties did not have any alternatives other than formula. Now, by providing donated human milk, we can offer all babies born at Woodland a healthier start.”
Change

• “Language is often the first thing you have to change. When you say it enough, it becomes true. Then, you recognize who you are and what it is about your organization that is great.”

• “We see a larger vision. We all work here to support the families of our community.”

• “You hold people accountable to be creative and be problem solvers—at the director and manager level, and at the staff and clinician level, at the point of care.”
Change

• “Change Processes- One day I looked up and looked at our hospital, and it had been transformed; but it really happened one day at a time, one patient at a time, one staff person at a time.”

• “Listen to the families, stay connected. Encourage good communication. They are the best free consultants that you could ever have because they are vested at a personal level in a way the rest of us may not appreciate.”
Altering the way we care for mothers and babies CAN conclusively change their lives
Change Continues

“It is important to remember that transformation does not stop but is a continuous journey full of quality improvement and patient care.”
Parent Education

• We welcome babies by encouraging mothers to hold their babies skin-to-skin after birth and keeping mothers, babies and families together with no interruptions so they can more easily bond and grow.

• Mothers provide the habitat, babies breastfeed, partners protect the dyad, and health care providers help keep the family together.
A Mother's Nature

I am closer to nature than those many Hikes in mountain, beach and desert brought me. My child curls at my bosom with small foraging movement, hands touching, seeking, cupping and finding me. I close my eyes, becoming a stream, an apprentice of Mother Nature.

Balanced on a ritual as old as origin, we are interdependent, little star and full moon.

By Stacey Goldblat
Happy Birthday!

• We plan to hold our baby skin-to-skin as soon as possible. A blanket can be placed over our baby’s back and bedcovers pulled over us both to keep us warm and comfortable.

• If our baby is stable and healthy, we would like to delay routine procedures that can safely wait until after our baby breastfeeds for the first time. If possible, we would like our baby’s observation and treatments to be done while baby is skin-to-skin with mom.

• We plan to follow our baby’s lead and breastfeed when s/he shows signs of being ready.
Education

- Prenatal lactation consults
- Postpartum lactation consults
- Drop in lactation clinic
- Weekly support group
- Breastfeeding classes
- Understanding Infant Cues
Patient Education: Risks of formula feeding

Asthma
Allergies
Ear infections
High blood pressure and heart disease
Lower IQ and cognitive development
Respiratory Infections
Obesity
Iron deficiency anemia
SIDS
Diabetes
Digestive problems
Childhood cancers
Sleep apnea
Exposure to environmental toxins
Dental problems and malocclusions
Reduced palate tastes
Attachment disorders
Breastmilk has more of the good things babies need.

### In Babies, Breastfeeding is Associated With a Lower Risk of:

<table>
<thead>
<tr>
<th>Condition</th>
<th>Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sudden Infant Death Syndrome</td>
<td>36-50%</td>
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<tr>
<td>Lower Respiratory Tract Disease</td>
<td>72%</td>
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<tr>
<td>Gastrointestinal Infections</td>
<td>64%</td>
</tr>
<tr>
<td>Type 1 Diabetes</td>
<td>19-27%</td>
</tr>
<tr>
<td><strong>Type 2 Diabetes</strong></td>
<td>39%</td>
</tr>
<tr>
<td>Leukemia (acute lymphocytic)</td>
<td>19%</td>
</tr>
<tr>
<td>Leukemia (acute myelogenous)</td>
<td>15%</td>
</tr>
<tr>
<td>Asthma</td>
<td>27%</td>
</tr>
<tr>
<td>Childhood Obesity</td>
<td>15-30%</td>
</tr>
<tr>
<td>Atopic Dermatitis</td>
<td>42%</td>
</tr>
<tr>
<td>Acute Ear Infection</td>
<td>50%</td>
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</table>

### In Mothers, Breastfeeding is Associated With a Lower Risk of:

<table>
<thead>
<tr>
<th>Condition</th>
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<tbody>
<tr>
<td>Breast Cancer</td>
<td>28-50%*</td>
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<tr>
<td>Breast Cancer w/ family history</td>
<td>59%</td>
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<tr>
<td>Ovarian Cancer</td>
<td>21%</td>
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<tr>
<td>Type 2 Diabetes</td>
<td>4-12%</td>
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<tr>
<td><strong>Coronary Heart Disease</strong></td>
<td>37%</td>
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</table>

**Breastfeeding is Great for the Planet:**

Reduces packaging, production & marketing waste; saves fuel. No methane emissions (cow gas destroys the ozone more than cars), improved child spacing and population control!
Making Milk is Easy!

10 Steps to Make Plenty of Milk

1. Frequent feeds, not formula.
   The more often you feed, the more milk you make. If you give formula, your baby will feel too full to nurse frequently.

2. All you need is breastmilk!
   The American Academy of Pediatrics recommends that your baby have a diet of purely breastmilk for the first 6 months – no other food or drink is needed.

3. Feed early and often.
   Feed at the earliest signs of hunger: if baby's awake, sucking on hands, moving his mouth or eyes, or stretching.

4. If he didn't swallow, he didn't eat.
   Listening for the sound of swallowing will help you know if your baby's getting enough.

5. Say 'No' to pacifiers and bottles.
   If pacifiers and bottles are used when your baby is hungry, you may not be nursing often enough to make plenty of milk.

6. Sleep near your baby and nurse lying down.
   You can rest while you feed your baby.

7. Have baby's mouth open wide like a shout, with lips flipped out.
   The tip of your nipple should be in the back of his throat. He should be directly facing you, chest-to-chest, chin-to-breast. Proper positioning prevents sore nipples.

8. Watch the baby, not the clock.
   Feed your baby when she's hungry, and switch sides when swallowing slows down or she takes herself off the breast.

9. Go everywhere!
   Plan to take your newborn everywhere with you for the first several weeks.

10. Don't wait to ask for help, if you need it.
    If you wait too long to get the help you need, it may be harder to breastfeed. Stick with it – it's worth it!
Education
“When we trust the makers of baby formula more than we do our own ability to nourish our babies, we lose a chance to claim an aspect of our power as women. Thinking that baby formula is as good as breast milk is believing that thirty years of technology is superior to three million years of nature’s evolution.”

Christine Northrup, M.D.
The primary goal of infant formula manufacturers is to sell their product and maximize company and shareholder profits. One major way they achieve this goal is through strategic marketing via the health system.

The distribution of formula company products by a health care provider - hospital, nurse, or doctor, is nothing more than advertising.

*It is not generosity on the part of manufacturers.*

**There is no "gift" in a "gift bag"**

except that from the healthcare system applying a seal of approval to the formula manufacturer without compensation.

-- The American Academy of Pediatrics
2012 AAP Resolution - Divesting from Formula Marketing in Pediatric Care

dailymomtra.com
New learning...
Parenting

I'm afraid you have what's known as "children."
Parent Empowerment...

To the world you might just be one person, but to one person you might just be the world.
Any questions?
What’s next?
Future Goals: Parental Leave

![Map showing countries with and without paid parental leave laws. The United States is one of the countries without such laws. The text suggests that America can do better.](image_url)
Maternity leave
Minimum state allowance, selected countries, weeks

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<tr>
<th>Country</th>
<th>Paid</th>
<th>Unpaid</th>
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<td>United States</td>
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Sources: OECD; emplaw.co.uk; government sources
Thank you!
The future