Congratulations

Sutter Amador Hospital
Our nation’s 480th Baby-Friendly Designated Hospital
2017 Proposed BFHI Operational Guidance

Protection, promotion, and support of breastfeeding in facilities providing maternity and newborn services: the revised Baby-friendly Hospital Initiative 2017

WHO GOAL

- Reinvigorate the BFHI
- Encourage wider spread adoption of practices to support breastfeeding
- Set attainable goals for countries who have very low adoption of the practices
Key Concerns

• Eliminates Global Criteria – instead requires countries to establish national criteria
• Designation is no longer a focus
• Restructures, reorders and rewords the Ten Steps to Successful Breastfeeding
• Eliminates Step 9

Key Concerns

• No specific training requirements, promotes pre-service education and competency verification
• Step 10 – reduces maternity facility responsibility to create support groups
• Some recommendations are long term and beyond the scope of the BFHI – i.e. preservice education
Actions

Formed a collaboration to work with WHO
- BFHI Network
- International Baby Food Action Network (IBFAN)
- International Lactation Consultant Association (ILCA)
- La Leche League International (LLLI)
- World Alliance for Breastfeeding Advocacy (WABA)

• The 5 organization collaborative meets weekly
• Developed and communicated a 10 point position statement
• Convened a series of meetings with WHO/UNICEF
• Prepared and distributed a briefing paper to the World Health Assembly
10 Points

10 POINTS IN POSITION STATEMENT

1. Retain global
   • guidelines and criteria,
   • streamlined monitoring and assessment tools,
   • consistent methods and scoring systems and updated standard tools and materials

2. Keep:
   • external assessment,
   • conducted by knowledgeable individuals,
   • mother interviews to offer an unfiltered view of the care provided and
   • facility accreditation based on these assessments
3. Reduce the proposed 90% metrics hospitals must achieve back to 80%

4. Keep the current structure, numbering and subject matter of the original Ten Steps. Utilize updated evidence to REINTERPRET how each step is practiced.

If the proposed new 10 Steps are retained, call these ten items something different - not the “Ten Steps”.

5. Keep the Code strong and include it along with the Ten Steps immediately following Step 10.

6. Keep safe and respectful birth practices as a component of the BFHI.
7. Clarity and strengthen the language in from “might/should” to “must/will”.

8. Keep the BFHI about healthy term infants.

Develop a separate set of standards pertaining to breastfeeding support for the preterm and sick infants such as the NEO BFHI or other country BFHI-NICU initiatives.

9. Include a discussion of the ethical issues related to doing randomized trials on breastfeeding.

10. Include a robust discussion regarding the interrelationship between of each of the 10 Steps and how they work together as a comprehensive breastfeeding support program.
• Re-instates Global Criteria – allows national criteria, where applicable

• Re-instates designation as a strong option but not the only focus

• Still proposes to restructure, reorder and reword the Ten Steps to Successful Breastfeeding

• Still proposes to eliminate Step 9
US Data as of 1/23/18

480 Designated Facilities (1/23/18)

- 620 working towards designation
  - 263 facilities in the Discovery Phase
  - 61 facilities in the Development Phase
  - 115 facilities in the Dissemination Phase
  - 181 facilities in the Designation Phase

Nearly 300 hospitals are slated to be assessed over the next 2 years using the current criteria – stay the course!!!

US INSTRUCTIONS

- Continue to follow the current GEC.
- Any changes to the US program will be thoughtfully considered.
  - GEC will be updated
  - 4-D Pathway tools and materials will be updated
- Facilities will be provided with a reasonable implementation timeframe for compliance
Update on WHO’s operational guidance document

Addressing the Fed is Best campaign

Fair Market Price
Continue to conducting assessments using existing criteria for the next 2-3 years

115 facilities in the Dissemination Phase

182 facilities in the Designation Phase

Nearly 300 hospitals are slated to be assessed over the next 2 years using the current criteria
NEXT STEPS

• BFHI Network, global collaborators, WHO and UNICEF will continue to work towards consensus on the document

• BFUSA will review the final materials and make some key preliminary decisions

• BFUSA will likely form and expert committee to guide adoption and implementation of updated Guidance

NEXT STEPS

• Develop a comprehensive development, implementation and communication plan

• Update Guidelines and Evaluation Criteria

• Notify training companies of the changes to training requirements
  • Date to comply - allowing adequate time to develop and rollout new programs
**NEXT STEPS**

- Notify patient education materials development companies of new requirements
  - Date to comply - allowing adequate time to develop and rollout new programs
- Update 4-D Pathway materials, website and assessment tools
- Publish GEC
  - Date to comply - allowing adequate time for hospitals to adopt new requirements

**Estimated timeline**

- 3 – 5 years for full implementation
• Continue to follow the current GEC.

• Any changes to the US program will be thoughtfully considered.
  • GEC will be updated
  • 4-D Pathway tools and materials will be updated

• Facilities will be provided with a reasonable implementation timeframe for compliance
Fed Is Best (FIB)

- Responded to numerous news articles
- Formed a coalition that meets bi-weekly to strategize on ways to combat them

  Sent an open letter inviting FIB to a meeting

  Letter was initially signed by 40+ orgs, the number grew to 80+ orgs

Fed Is Best (FIB)

- Reviewing the evidence behind their claims to educate health care providers and the public about misinterpretations and exaggerations
- Working with professional organizations to prepare a summary of key research and talking points for members
BFUSA direct responses:

- Individualized Care paper
- News and Views page on website
- Developing a blog and twitter
- Address specific hospital concerns
- Respond to parent letters sent to our office

Tips for addressing Fed Is Best (FIB):

- Periodically monitor their website
- Familiarize yourself with the research the cite
- Know the evidence
- Be prepared with positive responses to “accusations”
  - We don’t force mothers to breastfeed, we advocate for unbiased, informed decision making
  - We are about preventing regret regarding decisions made without accurate information and support
Fed Is Best (FIB)

Others suggestions??????

Baby-Friendly USA®
The gold standard of care

Fair Market Price

January 24, 2018
Baby-Friendly usa®
The gold standard of care

2018 Projections

January 24, 2018
2018 Predictions

1,000,000 births in BFHI designated facilities
600 designated facilities

Thank you