

Baby-Friendly usa[®]

The gold standard of care

Step 10 - Foster the development of breastfeeding support groups and refer mother's to them upon discharge from the hospital or birth center

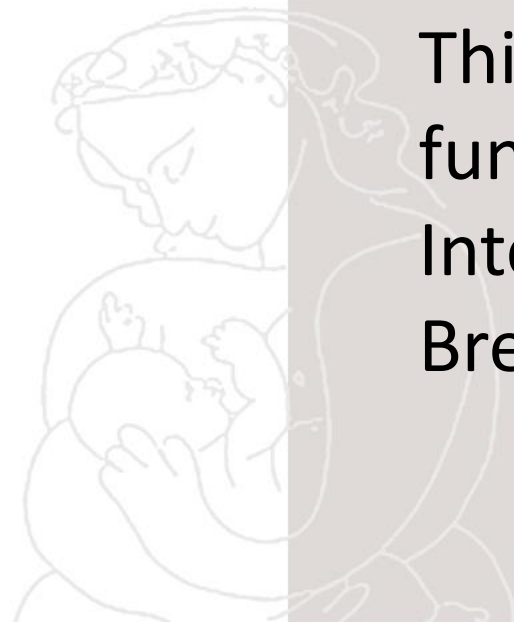
January 29, 2015



The speaker discloses employment with Baby-Friendly USA, Inc.

There are no other conflicts of interest

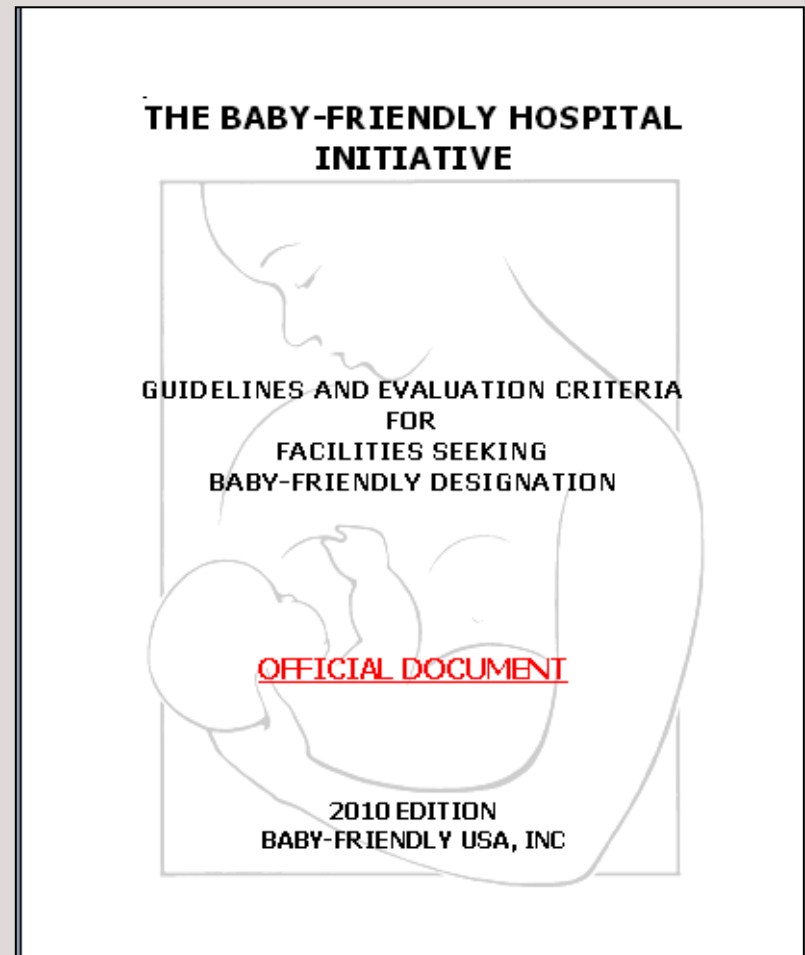
This presentation is not supported by any funds from companies that violate the International Code of Marketing of Breastmilk Substitutes



Guideline - the standard of care to strive to achieve for all patients

Criteria for Evaluation – the minimum standard that must be achieved in order to become designated as Baby-Friendly

Always strive to achieve 100%.

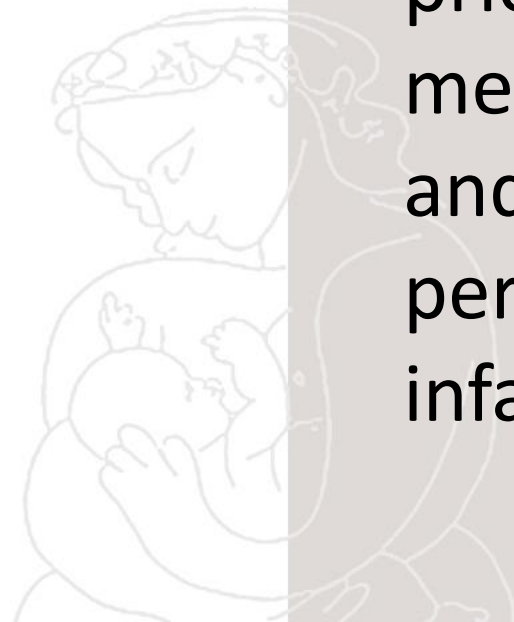


Foster the development of breastfeeding support groups and refer mother's to them upon discharge from the hospital or birth center



GUIDELINE:

The designated health care professional(s) should ensure that, prior to discharge, a responsible staff member explores with each mother and a family member or support person (when available) the plans for infant feeding after discharge.



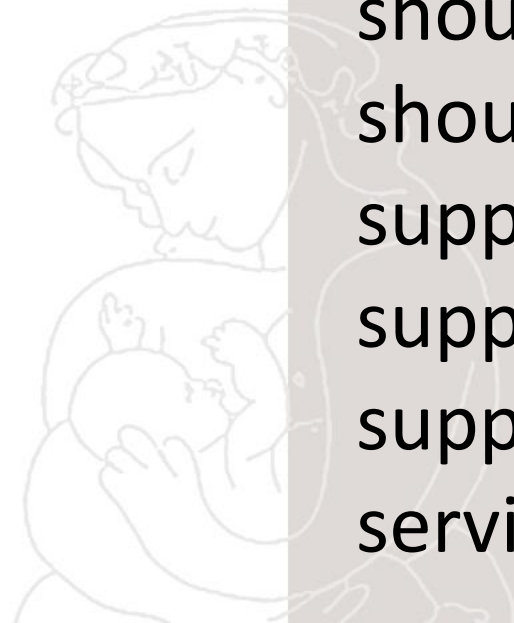
GUIDELINE Continued:

Discharge planning for the breastfeeding mothers and infants should include information on the importance of exclusive breastfeeding for about 6 months and available and culturally specific breastfeeding support services without ties to commercial interests.



GUIDELINE Continued:

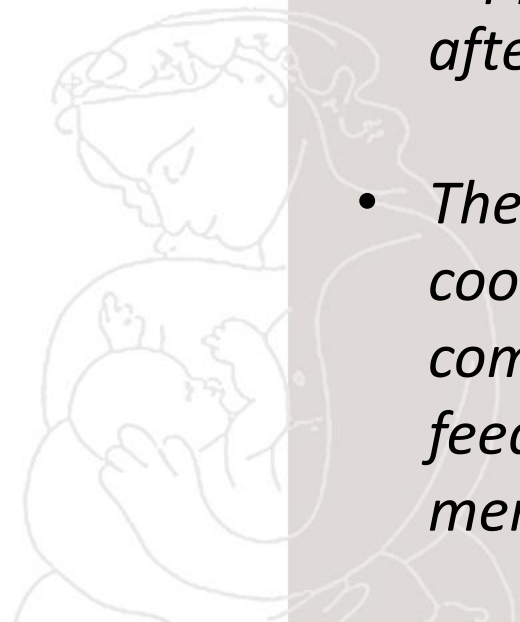
An early post-discharge follow-up appointment with their pediatrician, family practitioner or other pediatric care provider should also be scheduled. The facility should establish in-house breastfeeding support services if no adequate source of support is available for referral (e.g., support group, lactation clinic, home health services, help line, etc.).



Criteria for evaluation:

The director of maternity services will report that:

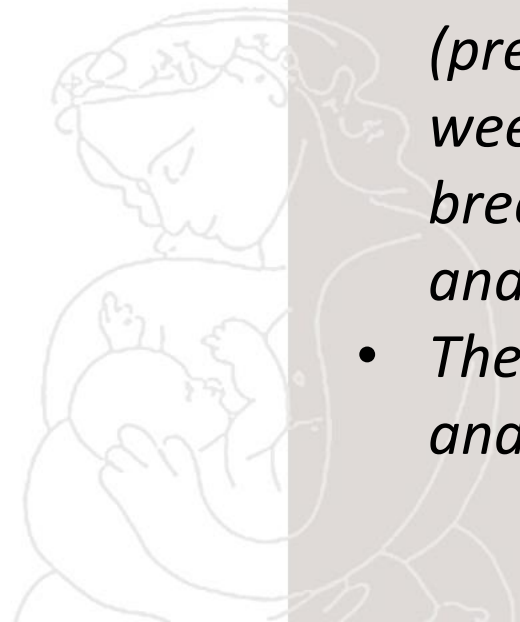
- *Mothers are given information on where they can find support if they need help with feeding their babies after returning home.*
- *The facility fosters the establishment of and/or coordinates with mother support groups and other community services that provide breastfeeding/infant feeding support to mothers, and the designated staff member can describe at least one way this is done.*



Criteria for evaluation continued:

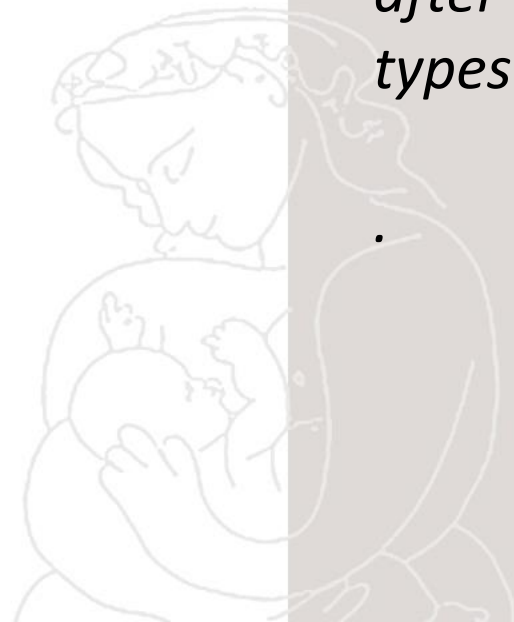
The director of maternity services will report that:

- The staff assures that mothers and babies receive breastfeeding assessment and support after discharge (preferably 2-4 days after birth and again the second week) at the facility or in the community by a skilled breastfeeding support person who can assess feeding and give any support needed.*
- The staff can describe an appropriate referral system and adequate timing for the visits.*



Criteria for evaluation continued:

A review of documents indicates that printed information is distributed to mothers before discharge on how and where mothers can find help on feeding their infants after returning home and includes information on the types of help available.



Criteria for evaluation continued:

Of randomly selected mothers, 80% of those who are breastfeeding will report that they have been given information about how to get help from the facility and how to contact support groups, peer counselors, or other community health services if they have questions about feeding their babies after return home, and can describe at least one type of help that is available.



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Thanks for all you do

