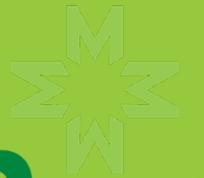


Baby Friendly USA

The Gold Standard of Care



Mon HealthSM
Family Birth Center

A service of Mon Health Medical Center

Choose Mon Health. *Feel The Difference.*



What is the Baby-Friendly Hospital Initiative?

- ✦ Launched by WHO and UNICEF in 1991 to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/infant bonding
- ✦ It recognizes institutions that implement the Ten Steps to Successful Breastfeeding and the International Code of Marketing of Breastmilk Substitutes
- ✦ Baby-Friendly Institutions offer evidence based maternity care pertaining to optimal outcomes in infant feeding and mother/infant bonding.
- ✦ Mon Health Medical Center will be surveyed for re-designation in **May 2022**.



As a Baby-Friendly Hospital we...

- ✧ *Promote*, support, and protect breastfeeding
- ✧ *Educate* on the importance of exclusive breastfeeding
- ✧ *Educate* on the importance of skin to skin contact
- ✧ *Encourage* feeding on demand and use baby led feedings in all bottle and breastfed babies
- ✧ *Encourage* frequent feedings to help ensure optimal milk production
- ✧ *Encourage* exclusive breastfeeding for the first six months
- ✧ *Encourage* breastfeeding to continue as it is important after 6 months when other foods are beginning to be introduced



The Ten Steps of Baby-Friendly

1. Comply fully with the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly resolutions. Have a written breastfeeding policy that is routinely communicated to staff and parents. Establish ongoing monitoring and data-management systems.
2. Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.
3. Discuss the importance and management of breastfeeding with pregnant women and their families.
4. Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth.
5. Support mothers to initiate and maintain breastfeeding and manage common difficulties.
6. Do not provide breastfed newborns any food or fluids other than breast-milk, unless medically indicated.
7. Enable mothers and their infants to remain together and to practice rooming-in 24 hours a day.
8. Support mothers to recognize and respond to their infants' cues for feeding.
9. Counsel mothers on the use and risks of feeding bottles, artificial nipples (teats) and pacifiers.
10. Coordinate discharge so that parents and their infants have timely access to ongoing support and care.





The Ten Steps are *endorsed* and *promoted* by the major maternal and child health authorities in the United States, including:

- * American Academy of Family Physicians
- * American Academy of Nursing
- * American Academy of Pediatrics
- * American College of Nurse-Midwives
- * American College of Obstetricians and Gynecologists (ACOG)
- * Academy of Breastfeeding Medicine
- * Academy of Nutrition and Dietetics
- * Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)
- * Centers for Disease Control and Prevention (CDC)
- * National WIC Association
- * U.S. Breastfeeding Committee (USBC)
- * U.S. Preventive Services Task Force
- * U.S. Surgeon General



Why do I need to know about this?

Every unit and specialty has the potential to care for a breastfeeding or pumping mother.

Some things to remember when caring for these patients:

- * When in doubt, call the Family Birth Center for guidance on what medications are safe for breastfeeding mothers and their babies. Extension 1616
- * Only a few medications pose a significant risk to breastfed babies which would out-weigh the benefits of breastfeeding.
- * Several factors should be considered when medicating a breastfeeding mother.
 - * Potential effects of the medication on milk production
 - * Amount of medication excreted into human milk
 - * Extent of oral absorption by the infant
 - * Age of the infant
 - * Proportion of feedings that are breast milk

FAQ Time!

Question: Is infant formula forbidden
in Baby-Friendly facilities?



Answer:

- * All mothers receive education about the importance of exclusive breastfeeding.
- * Formula is not ROUTINELY used with breastfed infants.
- * The mother must also be informed of the health consequences of infant formula if she is breastfeeding and requests formula.
- * The education and informed consent should be documented in the record.

Question: If mothers plan to formula feed, must they bring their own formula?



Answer:

* No.

* A Baby-Friendly designated facility may provide infant formula to mothers who are formula feeding however, it must be purchased, like all other food and products, at a fair market price.

Question: Mothers keep their babies
with them during the hospital
stay...shouldn't they be resting?



Answer:

- * Studies show that mothers actually rest better when the babies are with them. In addition, the early post-partum period is a very important time for mothers and babies to learn about each other. This experience sets them up for the greatest success for when they are discharged and at home on their own with the baby.

Question: Are pacifiers allowed in a
Baby-Friendly Facility?



Answer:

- * At this facility, pacifiers may not be routinely used with breastfeeding infants, but are allowed during painful procedures. The facility must have a plan for removing the pacifier once the procedure is complete.
- * If parents wish to give their baby a pacifier, they must purchase their own.

*And ALWAYS remember...
when in doubt...*

call the Family Birth Center with
any questions about
breastfeeding patients!

(extension 1616)