

# The Baby Friendly Initiative and Health PEI Infant Feeding Policy



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# Presentation Overview

1. Benefits of breastfeeding
2. The Baby Friendly Initiative (BFI)
  - The Breastfeeding Committee for Canada (BCC) Integrated Ten Steps
  - WHO International Code of Marketing of Breast Milk Substitutes
3. Working toward BFI status in PEI
4. Health PEI Infant Feeding Policy
  - Achievements & Next steps



<https://www.youtube.com/watch?v=k-BmGFBSVWM>

# **BENEFITS OF BREASTFEEDING**

# Benefits of Breastfeeding

- Breastfed babies require fewer doctors' visits and hospitalizations resulting in lower health care costs.
  - ▶ Each additional month of exclusive breastfeeding may reduce hospital admissions secondary to infection by as much as 30% in the first year of life.
  - ▶ Formula-fed infants experience 3 times more severe respiratory illnesses compared with infants who had been exclusively breastfed for 4 months.

# Benefits of Breastfeeding

- Breast milk is associated with enhanced performance on neuro-cognitive testing.
- Adolescent and adult obesity rates are reduced by 15% to 30% if any breastfeeding occurred in infancy when compared with no breastfeeding.

# Benefits of Breastfeeding

- Infants who exclusively breastfeed for at least 3 months have been found to have...
  - ▶ A reduction of up to 30% in the incidence of Type 1 Diabetes.
  - ▶ A reduction of 40% in the incidence of Type 2 Diabetes.
    - Possibly reflecting the long-term positive effect that breastfeeding has on weight control and feeding self-regulation.

# Benefits of Breastfeeding

- For moms:
  - ▶ Decrease in the incidence of breast and ovarian cancers.
- For families:
  - ▶ It is economical!
  - ▶ For a family in Ontario receiving Ontario Works subsidy, formula can cost a family up to 54% of the family's available income



# **BABY FRIENDLY INITIATIVE (BFI)**



# About BFI

- Initiated by WHO and UNICEF in 1991
- BFI is based on:
  - ▶ The WHO Ten Steps to Successful Breastfeeding (1989), referred to as *the BCC Integrated 10 Steps*
  - ▶ Innocenti Declaration (1990)
  - ▶ WHO International Code of Marketing of Breast Milk Substitutes (1981)

# About BFI

- Objective:
  - ▶ To improve outcomes for mothers and babies by enhancing the quality of their care and enabling them to make informed choices around infant feeding.

# About BFI

- 20,000 Hospitals world wide have achieved BFI designation, only 500 are in industrialized countries.
- In Canada, there are 123 BFI designated Health authorities/centers (95 are in the province of Quebec).
- See below for the complete list:
  - [http://www.breastfeedingcanada.ca/documents/Designated%20facilities%20in%20Canada%20\(November%202015\).pdf](http://www.breastfeedingcanada.ca/documents/Designated%20facilities%20in%20Canada%20(November%202015).pdf)

# The BFI Guiding Principles

- ❖ Informed decision-making.
- ❖ Promoting and sharing evidence-based and best practice.
- ❖ Supporting breastfeeding across the continuum of services through collaboration.
- ❖ Working toward empowerment and public participation.

# BFI Benefits

- Excellence in family-centered care
- Ethical care
- Quality assurance – meet international standards
- Increased client satisfaction
- Increased staff satisfaction and retention

# How to Achieve BFI Status

- Ensure *the BCC Ten Steps* are being followed.
- Ensure the WHO Code is being followed.
- A self-assessment is completed by organization.
- The formal accreditation process is undertaken by the BCC.

# The BCC Ten Steps

- The minimum standard of care for newborn infants including:
  - ▶ Infant Feeding Policy
  - ▶ Education and training for staff, physicians, volunteers
  - ▶ Pregnant women and new moms are provided with information and support to help them make informed choices about infant feeding.
  - ▶ Information about the importance of breastfeeding
  - ▶ Support for all forms of infant feeding
  - ▶ Skin-to-skin contact
  - ▶ Initiation of breastfeeding
- Click [here](#) to access the BCC Ten Steps summary document

# WHO International Code of Marketing of Breast-Milk Substitutes (the WHO Code)

- What is the WHO Code?
  - ▶ The World Health Assembly adopted the *International Code of Marketing of Breast-Milk Substitutes* in 1981 to protect and promote breastfeeding, through the provision of adequate information on appropriate infant feeding and the regulation of the marketing of breast-milk substitutes, bottles and artificial nipples (UNICEF, 2012).
  - ▶ A handful of countries have adopted the Code as law. To date, Canada has only made a few of the provisions law.
  - ▶ Seeks to protect breastfeeding by ensuring the ethical marketing of breast-milk substitutes by industry.
- Click [here](#) to access the summary and [here](#) for the full document



# How to be *WHO Code Compliant*?

- The *Code* includes the following provisions that must be followed:
  - ▶ No advertising of products within the scope of *The Code* to the public (breast-milk substitutes, bottles, soothers and artificial nipples).
  - ▶ No promotion of these products in health care facilities.
  - ▶ No free samples given to mothers.

# How to be *WHO Code Compliant*?

- ▶ No company representatives to advise mothers.
- ▶ No gifts or personal samples given to health workers.
- ▶ No words or pictures idealizing artificial feeding, including pictures of infants, on the labels of products.
- ▶ Information provided to health care workers should be scientific and factual.

# How to be *WHO Code Compliant*?

- ▶ All information on artificial infant feeding, including the labels, should explain the benefits of breastfeeding and the costs and hazards associated with artificial feeding.
- ▶ Unsuitable products, such as sweetened condensed milk [and evaporated milk] should not be promoted for babies.
- ▶ All products are of a high quality and take account of the climatic and storage conditions of the country where they are used.

Source: World Health Organization, 1981



# **WORKING TOWARD BFI DESIGNATION IN PEI**

Achievements and Next Steps

# The Path to BFI Designation

- Policy Statement (2012) from Department of Health and Wellness regarding infant feeding.
- Establishment of BFI Steering Committee to operationalize policy statement.
- Engagement with stakeholders: staff, physicians, volunteers, and leadership committees.

# The Path to BFI Designation

- Development of Health PEI Infant Feeding Policy.
- Endorsement of the Policy by the Health PEI Senior Management Group.
- Implementation of the Health PEI Infant Feeding Policy on October 1<sup>st</sup> 2016.



# **HEALTH PEI INFANT FEEDING POLICY**

# The Infant Feeding Policy

- BFI Steering Committee developed the Health PEI Infant Feeding Policy.
  - ▶ Implementation date: October 1, 2016
    - Click [here](#) to access the Policy



# The Infant Feeding Policy Supports:

- Development and implementation of systems that create a culture conducive to breastfeeding.
- Implementation of the BFI initiative.
- Adoption of evidence-based practices for the provision of quality, person-centered care related to infant feeding.
- Recommendations for education for staff, physicians, and volunteers.

# Infant Feeding Policy Statement

- 1.1 Health PEI administration and management in acute care and community health shall promote a philosophy of maternal and infant care which advocates breastfeeding and supports the normal physiological functions involved in this maternal-infant process through the implementation of the BFI.



## **NEXT STEPS**

# Next Steps: BFI Steering Committee

1. Inform managers of requirements to be in compliance with the Health PEI Infant Feeding Policy & the WHO Code.
2. Develop a **BFI Toolkit** for the Staff Resource Centre.
3. Conduct a current state analysis of Health PEI programs and facilities.

# The BFI Toolkit

- Will be available on the Staff Resource Centre: <http://www.healthpei.ca/src/tgtk>
- Contents:
  - ▶ This presentation
  - ▶ All documents discussed
  - ▶ Breastfeeding Protocols

# Next Steps: Managers



## Infant Feeding Policy Checklist for Managers

- Display the Infant Feeding Policy poster in an area open to families
- Display the Infant Feeding Policy poster and some brochures in staff areas
- Have all staff review the Infant Feeding Policy
- Ensure all staff are aware of the International Code of Marketing for Breastmilk Substitutes, and the BCC Integrated 10 Steps & WHO Code Practice Outcome Indicators for Hospitals and Community Health Services Summary (links provided in the email message)
- Encourage staff to complete the appropriate minimal and ongoing education requirements (see the document – Education Requirements for Physicians, Staff, and Volunteers)
- Maintain a record of education completed by you and your staff

# Next Steps: Staff, Physicians, Volunteers

- Education at a level appropriate to their role in caring for pregnant women and mothers.
  - ▶ Direct care:
    - those who provide breastfeeding assessment, support, and intervention
    - 20 hours of education
    - within 6 months of hire

TABLE 1.

**DIRECT CARE**

**Those who provide breastfeeding assessment, support and intervention**  
*Examples: Mother-baby units, pediatric units, public health nursing, primary care*

**Suggested practitioners**

**Physicians**  
(2 options for direct care education)

Option 1:  
***Latching On: How Family Physicians Can Support Breastfeeding Patients***

- Free online module, UBC Faculty of Medicine CPD (1.0 Mainpro+)
- To register: <http://ubccpd.ca/course/breastfeeding-fp>

Option 2:  
***Step 2 Education ES03: Breast Feeding Essentials for Doctors***

- Online course (\$72, 4hrs)
- Complete the registration form found on the Staff Resource Centre.

**Nursing staff**

***Step 2 Education ES01: Breastfeeding Essentials (for staff who are caring for mothers during pregnancy, birthing and for the duration of Breastfeeding)***

- Online course (\$72, 20 hours)
- To register, complete the registration form on the Staff Resource Centre.

**Please note:** For this staff group, at least 3 hours of supervised clinical instruction is strongly recommended in addition to the ES01 course.



## ALSO AVAILABLE ON THE STAFF RESOURCE CENTRE:

- **Additional courses** (registration available through Health PEI – form on the Staff Resource Centre).
  - ▶ Course descriptions can be found at:
    - Step2 Education: <https://step2education.com/courses.html>
    - Health e-Learning: <https://www.health-e-learning.com/en/courses/breasted>
- Free resource from Toronto Public Health:
  - ▶ Breastfeeding Protocols for Health Care Providers (2013) (will be available in the BFI Toolkit).
  - ▶ [Breastfeeding E-Learning Modules](#)

# Next Steps: Staff, Physicians, Volunteers

- ▶ In-direct care:
  - those who provide secondary or supportive care to mothers and babies
  - are interested in learning more about breastfeeding and how to support pregnant women and mothers

TABLE 2.

**IN-DIRECT CARE**

Those who provide secondary or supportive care to mothers and babies.

**Suggested practitioners**

**Physicians**

***But I Don't Do Maternity Care! Specialist Physician Management of the Breastfeeding Patient***

- Free online module, UBC [Faculty of Medicine CPD](#) (0.25 Mainpro+)
- To register: <http://ubccpd.ca/course/breastfeeding-sp>

**Nurses, Allied Health Professionals, Volunteers**

***Step 2 Education ES05: Breast Feeding Essentials for Allied Health***

- Online course (\$36 per person, 8 hours)
- To register, complete the registration form on the Staff Resource Centre.

# Next Steps: Staff, Physicians, Volunteers

- ▶ Non-clinical contact:
  - Staff and volunteers who come into contact with mothers and babies but do not provide breastfeeding education or support

TABLE 3.

**NON-CLINICAL CONTACT WITH MOTHERS AND BABIES**

**Suggested practitioners**

Those who come into contact with mothers and babies but do not provide them with breastfeeding education or support.

**Non-clinical staff & volunteers**  
(2 education options)

Option 1:

***Step2 Education ES04: Breastfeeding Essentials for Ancillary Staff (Short Presentation)***

- Free online module (10 minutes long, can be viewed as a group).
- Registration is not required to view the module, however to obtain a certificate of completion, you do need to register by completing the registration form found on the Staff Resource Centre.

Option 2:

***Healthy Mothers, Healthy Babies Breastfeeding***

- Free online course, Best Start Ontario (3hrs)
- To register: <http://www.beststart.org/courses/login/index.php>

*...thank you for your time and support...*



comments or questions?

babyfriendlynl video: <https://www.youtube.com/watch?v=Yy31NAY3uSI&index=2&list=PLdvavEd0TC-LuI74X-tNKRCX9cGPoKwVc>

# References

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