

BABY FRIENDLY HOSPITAL INITIATIVE



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MN Breastfeeding Coalition Workshop

Pamela Heggie, MD, IBCLC
Co-Chair, Baby Friendly Task Force
University of Minnesota Amplatz Children's Hospital

Director, Breastfeeding Medicine Clinic
Fairview Children's Clinic



What Is the Baby Friendly Hospital Initiative?

- International hospital designation in Maternity Care
- Implies clinical excellence in hospital care similar to a Trauma Center or Magnet status
- Developed by UNICEF and WHO in 1991
- Recognizes hospitals for clinical excellence in infant feeding and lactation support
- Hospital practices (evidence based) known to improve breastfeeding rates – ***“10 Steps to Successful Breastfeeding”***
- Best Practice Infant Feeding – 10 steps endorsed by American Academy of Pediatrics, 2009

The Ten Steps

1. Written
Breastfeeding Policy

2. Train all
Healthcare Staff

3. Inform all
Pregnant Women of
Benefits

4. Help Mothers
Initiate BF within
One Hour

5. Show Mothers
How to BF and
Maintain Lactation

6. Give Newborn
Infants Only
Breastmilk

7. Practice
Rooming In

8. Encourage BF on
Demand

9. Give No Pacifiers
or Artificial Nipples
to Breastfeeding
Infants

10. Foster the
Establishment of BF
Support Groups

THE TEN STEPS TO SUCCESSFUL BREASTFEEDING (1-5)

WHO/UNICEF, 1991

- 1. Have a written breastfeeding policy that is routinely communicated to all health care staff.**
- 2. Train all health care staff in skills necessary to implement this policy.**
- 3. Inform all pregnant women about the benefits and management of breastfeeding.**
- 4. Help mothers initiate breastfeeding within 1 hour of birth.**
- 5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.**

THE TEN STEPS TO SUCCESSFUL BREASTFEEDING (6-10)

WHO/UNICEF, 1991

- 6. Give newborn infants no food or drink other than breast milk, unless medically indicated. **hospital must pay fair market value for formula and feeding supplies**
- 7. Practice rooming-in—allow mothers and infants to remain together—24 hours a day.**
- 8. Encourage breastfeeding on demand.**
- 9. Give no artificial nipples or pacifiers to breastfeeding infants.**
- 10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic**

Baby Friendly: Global and Local



- 20,000 hospitals worldwide are certified Baby Friendly
- **6%** of the hospitals in the United States are certified Baby Friendly
 - 143/3000 birth hospitals in the U.S (6/2012)
- In Minnesota **2/106** birth hospitals are Baby Friendly certified
 - Mayo-Austin Medical Center
 - Jan 2011
 - U of MN Amplatz Children's Hospital
 - Feb 2012



Baby Friendly Hospitals



Baby Friendly Costs

- Cost increase is minimal vs standard care
- Nursery plus labor-and-delivery costs
 - \$2205 per delivery in Baby-Friendly sites
 - \$2170 per delivery for non-Baby-Friendly matched pair **
- \$35 per delivery investment in better quality health outcomes and improved marketing for hospitals

**DelliFraine, et al. Pediatrics 2011 Apr;127(4):e989-94.

Cost comparison of baby friendly and non-baby friendly hospitals in the United States.



Why Baby Friendly?

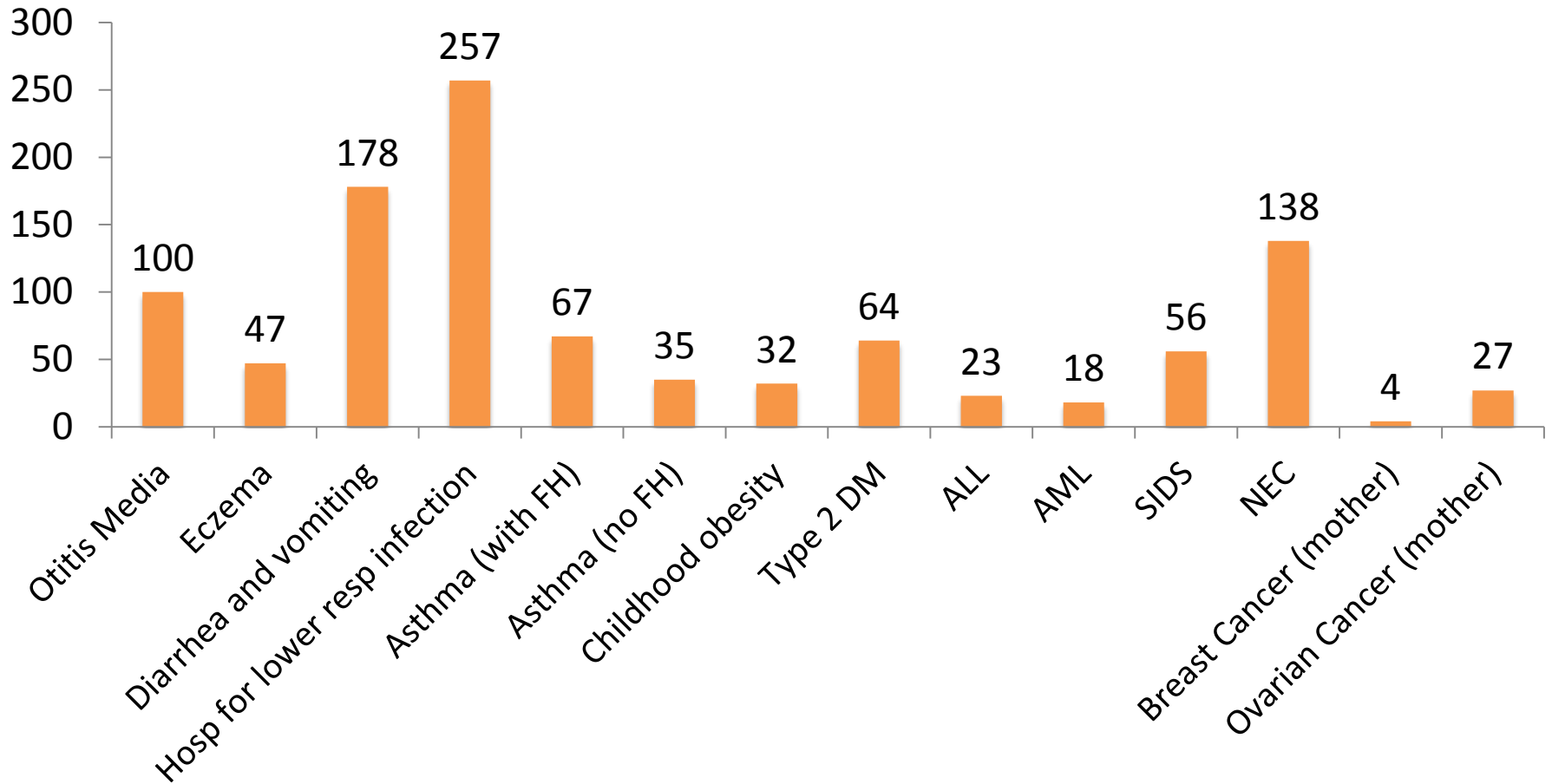
Because *Breastfeeding*

- Improves health outcomes in children
- Improves health outcomes in mothers
- Saves money



Risks of Not Breastfeeding

Excess Risk Associated with Not Breastfeeding (%)



Adapted from Surgeon General's Call to Action.

<http://www.surgeongeneral.gov/topics/breastfeeding/>

Preventing Obesity Begins in Hospitals *with Breastfeeding*



- Childhood obesity epidemic
- 1 in 5 preschoolers are overweight or obese
- Breastfeeding helps prevent obesity
- Babies not breastfeed – 30% higher risk obesity
- In US 75% babies start breastfeeding
- By hospital discharge (at 2-4 days of age) less than half of babies are exclusively breastfeeding
- At 6 months – less than half of babies in US (only 44%) are breastfeeding
- Hospital Support for Breastfeeding with Baby Friendly
 - helps moms and babies get off to a good start
 - Increases BF rates at discharge and after

Why Breastfeeding?

..... it saves money



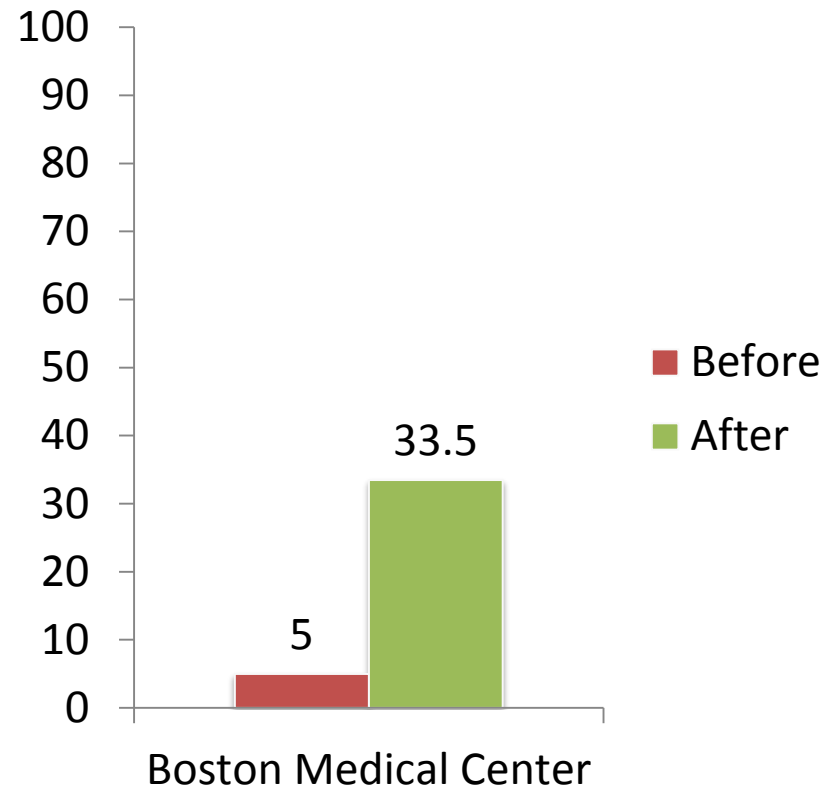
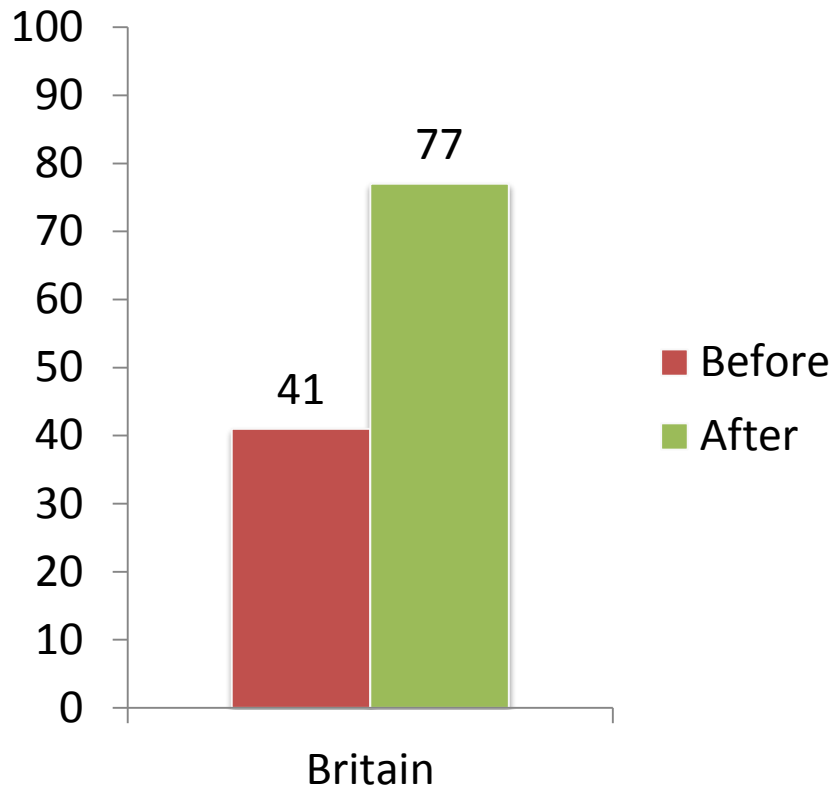
- Reduces cost of care in baby's 1st year of life
 - 25% fewer ear infections
 - 60% less diarrhea
 - 200% fewer admissions for pneumonia
 - Formula cost for 1 year \$1800
- Reduces cost of care for lifetime – Mother/Child
 - Less breast and ovarian cancer in mothers
 - Less obesity , diabetes, asthma in children
 - If **90% of mothers** achieved exclusive breastfeeding at 6 months
 - **Save \$13 billion per year in the US and prevent 911 deaths (1)**

1. Bartick M, and A Reinhold. **The burden of suboptimal breastfeeding in the United States: a pediatric cost analysis.** Pediatrics. 2010 May;125(5):e1048-56. Epub 2010 Apr 5.

Effects of Baby Friendly: *exclusive breastfeeding rates*

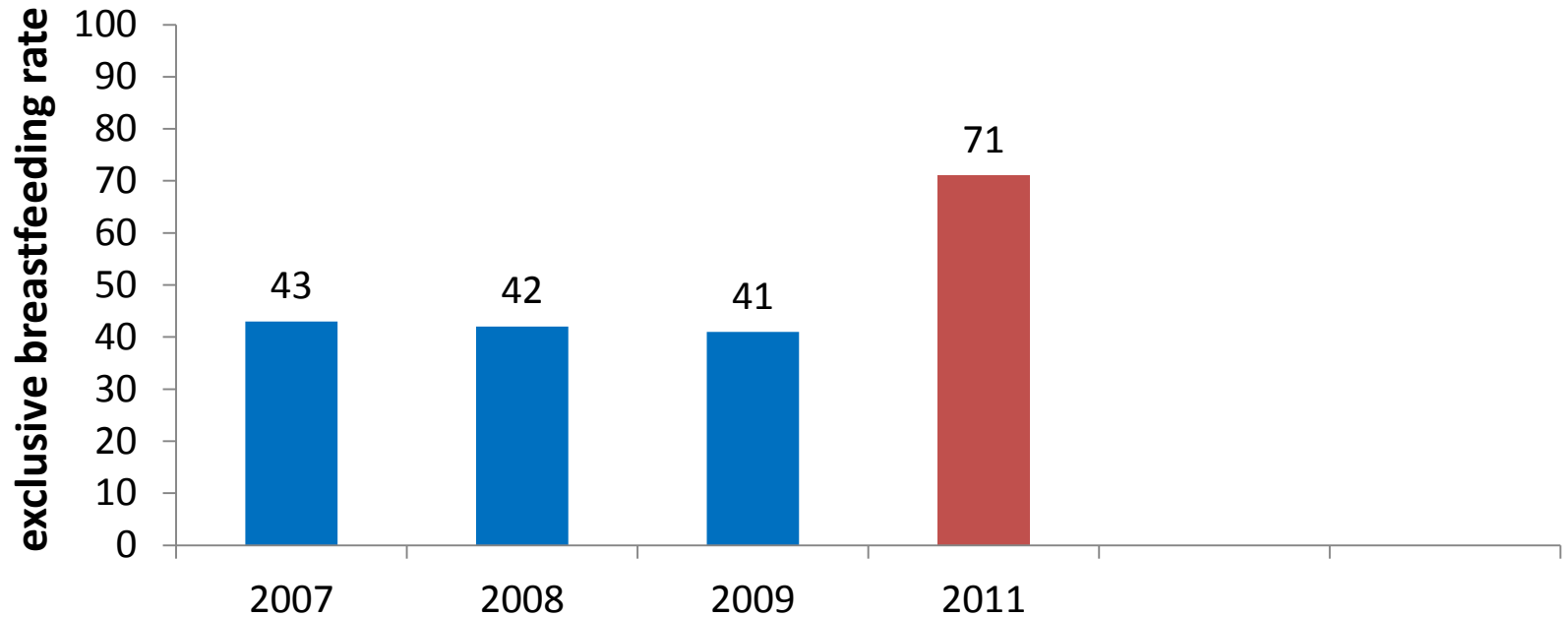
Cattaneo A, Buzzetti R. *BMJ* 2001, 323:1358-1362

Philip et al. *PEDIATRICS* 2001,108:677 -681

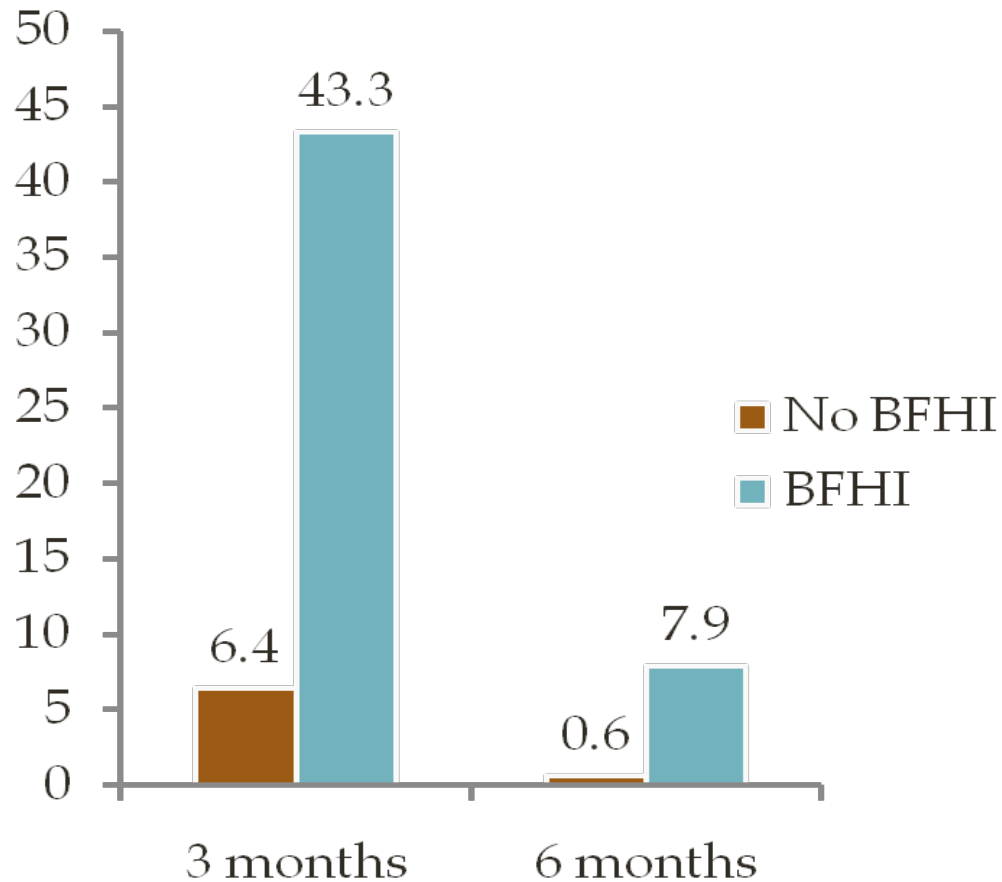


Effect of Baby Friendly – U of M

Exclusive Breastfeeding Rates at discharge:
before and after BFHI

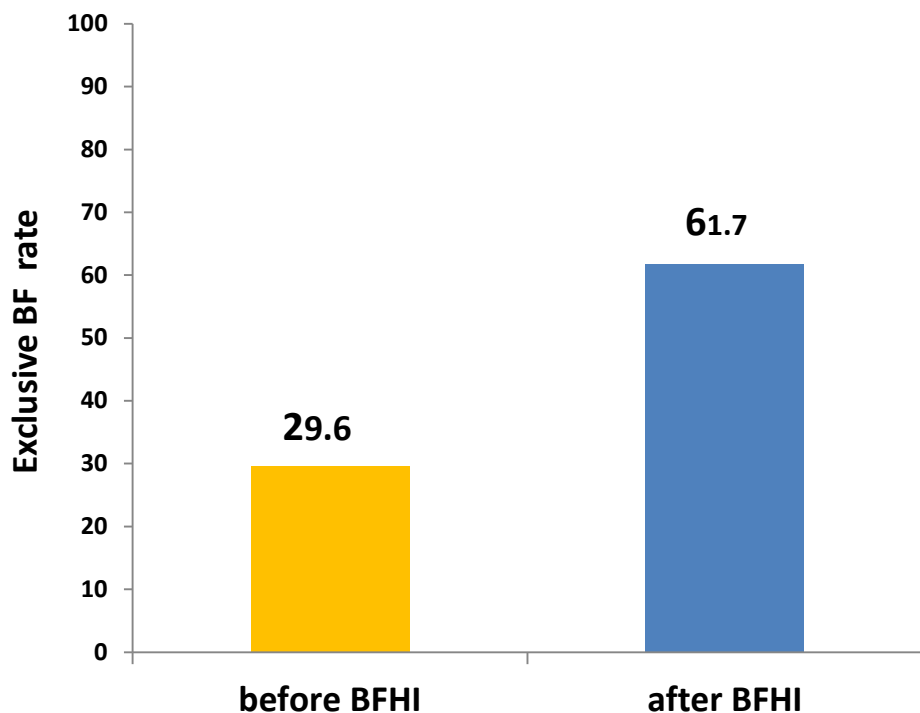


Effects of Baby Friendly: Exclusive BF at 3 and 6 months

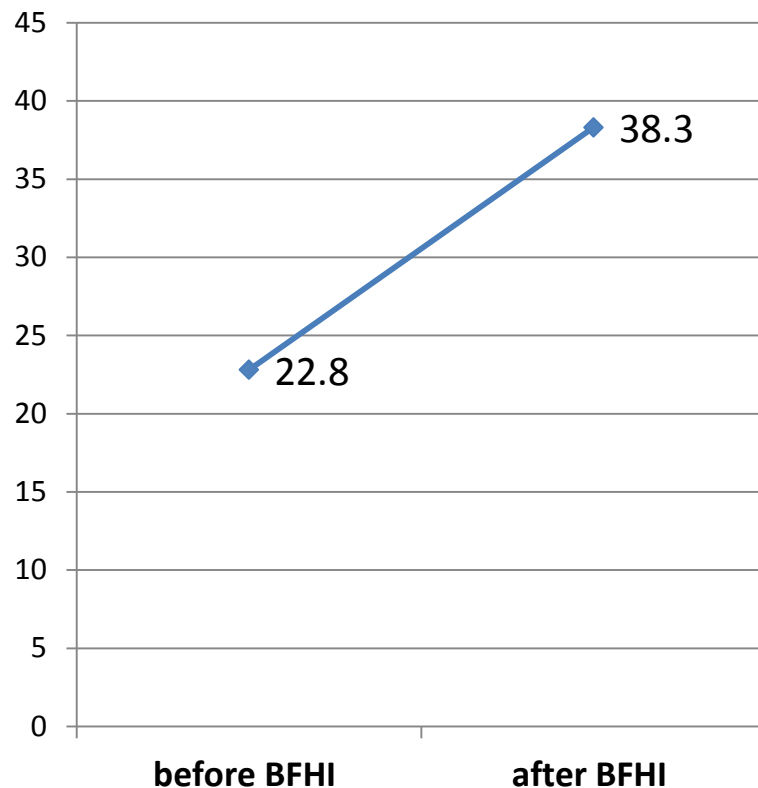


Effect of Baby Friendly: long term rates

Exclusive Breastfeeding
at 3 months – U of M

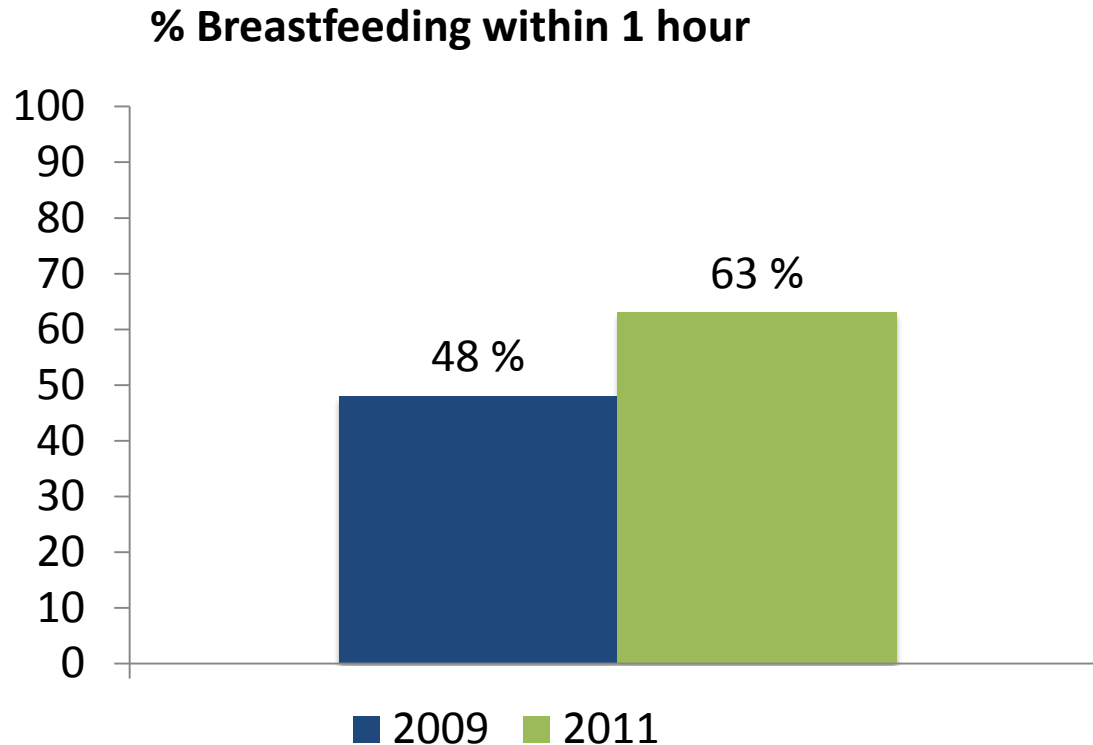


Exclusive Breastfeeding
at 6 mo – U of M



Effect of Baby Friendly – U of M

Time to First Breastfeeding





Why Baby Friendly?

- Improve breastfeeding rates
- Provides clinical excellence/best practice Maternity Care
- Improve Joint Commission exclusive breastfeeding rate
 - Perinatal Core Measurement Data
- Quality Improvement – significant fast results
- Improve health outcomes –babies & moms
 - babies less ... obesity, asthma, diabetes, pneumonia, ear infections
 - Moms less ... breast & ovarian cancer
- Patient / Family centered care
- Increase patient satisfaction
- Prestige with designation
- Increase market share and community reputation

BABY FRIENDLY HOSPITAL INITIATIVE: *Improving Quality in Maternity Care*

Baby Friendly

Mother Friendly

Family Friendly

Community Friendly



BFHI References

- Baby Friendly Website:

<http://www.babyfriendlyusa.org/eng/index.htm>

- Baby Friendly Guidelines: Nov 2011

[http://www.babyfriendlyusa.org/eng/docs/2010
Guidelines Criteria 4.19.11.pdf](http://www.babyfriendlyusa.org/eng/docs/2010_Guidelines_Criteria_4.19.11.pdf)