

# **3rd Annual Perinatal Hospital Leadership Summit**

*Achieving Excellence in Mother-Baby Care*



Setting the Stage

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# BABY FRIENDLY HOSPITAL INITIATIVE

- Joint project of the World Health Organization and UNICEF
- The initiative is a global effort to implement practices that **PROTECT**, **PROMOTE** and **SUPPORT** breastfeeding.
- The BFHI ensures all mothers receive consistent and accurate information so they may make informed choices about the health of their babies and themselves



# BFHI

- ① Implement the Ten Steps
- ① Follow the International Code of Marketing of Breastmilk Substitutes (the WHO Code) to end the distribution of free and low-cost supplies of breastmilk substitutes (formula) to health facilities
  - hospitals cannot accept free formula-must pay fair market value
  - there can be no marketing of formula to families (discharge bags, patient ed materials, pens, magazines, etc)

# THE TEN STEPS TO SUCCESSFUL BREASTFEEDING

1. Maintain 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 one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give breastfeeding infants no food or drink other than breastmilk unless medically indicated.
7. Practice rooming in-allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples 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 Hospitals in US 260

## A CALL TO ACTION

**“no hospital left behind”**

- US Surgeon General
- MN Commissioner of Health
- Healthy People 2020



12.7% of US Births in Baby Friendly Hospitals

# MN Baby Friendly Hospitals

- Mayo Clinic Health System-Austin 2011
- U of M Masonic Children's Hospital 2012
- St. Johns 2014
- St. Josephs 2014
- Woodwinds 2014
- Regions Hospital 2015
- Hennepin County Medical Center 2015

7.2% of MN Birth Hospitals are Baby Friendly

# First Summit May 2013

## *Linking Evidence to Practice in Support of Breastfeeding*

- The State of Breastfeeding in Minnesota
- TJC Perinatal Core Measure 5
- Never Enough: Supporting Mothers' Informed Decisions About Formula Supplementation
- Challenges and Solutions to Implementing the Ten Steps to Successful Breastfeeding



# Second Summit May 2014

## *Implementing Best Practice Mother-Baby Care*

- A Call to Action for Best Practice Mother-Baby Care: The Road to Health for All Minnesotans
- Infant Feeding in America: Don't Break a Mother's Heart
- The Sacred Hour
- Innovations for Supporting Exclusive Breastfeeding: Lessons Learned
- Lactation Services-Reimbursement





# Third Summit May 2015

## *Achieving Excellence in Mother-Baby Care*

- Breastfeeding and Health Equity
- How Obstetric Providers Can Enable Women to Achieve Their Breastfeeding Goals
- The Business Case for Baby Friendly
- The Baby Friendly Journey
- Why Exclusivity Matters
- Collaboration and Change Management



# Summit Stats

	2013	2014	2015
Number of hospitals	66	77	61
Number of attendees	135	160	167
Percent MN births represented		82	78

