

The Maryland Department of Health
and Mental Hygiene
Hospital Breastfeeding Policy
Maternity Staff Training Program

Global Strategy
Session 1

MARYLAND
Department of Health
and Mental Hygiene
Larry K. Hogan, Governor
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UPPER CHESAPEAKE MEDICAL CENTER
MEMBER OF UPPER CHESAPEAKE HEALTH

Training Program

- › Hospital maternity staff
- › Collaborative project
- › 15 sessions
- › Audio recorded
- › Approximately one hour session for each module
- › Post test for knowledge assessment

Objectives

- › Identify Global Strategies for improving infant feedings
- › State the aim of the Maryland Hospital Breastfeeding Policy, and the Baby Friendly Hospital Initiative recommendations
- › Give three examples of how hospitals and health care workers can promote, protect, and support breastfeeding
- › State how staff can assist their health care facility to improve its practices to meet the policy's goals

Global Outcomes Need to Improve

- › 5500 children die every day
- › Long-term effects from poor infant feeding include:
 - Impaired development
 - Malnutrition
 - Increased infectious and chronic illness
 - Rising rates childhood obesity
- › Improved infant and young child feeding is relevant in all parts of the world

*Pediatrics, vol. 125, no.5, May 2010
Obstetrics and Gynecology, 2013*

National Programs That Support Hospital Breastfeeding Policies

- › Healthy People 2020
- › Baby Friendly Hospital Initiative
- › The International Code of Marketing of Breast Milk Substitutes (the Code)
- › Maternity Practices in Infant Nutrition and Care (mPINC)
- › U.S. Surgeon General's Call to Action to Support Breastfeeding
- › American Academy of Pediatrics
- › The Joint Commission Perinatal Core Measure on Exclusive Breast Milk Feeding

Healthy People 2020

- › MICH-24: Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies
 - In 2007-2.9% of US Hospitals provided recommended care
 - Healthy People 2020 Goal-increase to 8.1%
 - Hospitals following a breastfeeding policy that complies with the 10 steps will provide care that meets this Healthy People 2020 goal

Baby-Friendly Hospital Initiative

- ▶ BFHI: a global initiative of the WHO and UNICEF
- ▶ Launched in 1991
- ▶ Assessment and accreditation recognizing practices supporting breastfeeding
- ▶ More than 21,000 facilities have achieved this status
- ▶ Less than 200 Baby-Friendly hospitals in the United States*
- ▶ 7.8% of births*



* www.cdc.gov/breastfeeding/pdf/2014BreastfeedingReportCard.pdf

Breastfeeding Statistics for the US and Maryland

	Ever Breastfed	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive Breastfeeding at 3 months	Exclusive breastfeeding at 6 months
National	79.2	49.4	26.7	40.7	18.8
Maryland	79.8	60.1	29.4	43.6	23.1
HP2020 Target	81.9	60.6	34.1	46.2	25.5

www.cdc.gov/breastfeeding/pdf/2014BreastfeedingReportCard.pdf

Maryland Hospital Breastfeeding Policy

- ▶ The Maryland Hospital Breastfeeding Policy
- ▶ American Academy of Pediatrics' recommendations
- ▶ World Health Organization's recommendations
- ▶ All encourage mother and child to continue as long as mutually desired



Maryland Hospital Breastfeeding Policy

What it is:

- ▶ A document with recommendations for hospitals to provide breastfeeding care based on the WHO/UNICEF Baby Friendly Hospital Initiative (BFHI) that follows evidence-based research showing specific practices and policies in the hospital that lead to improved breastfeeding outcomes.

Your Hospital Breastfeeding Policy

- ▶ Hospitals may develop a Breastfeeding Policy for their specific facility
 - In agreement with Maryland's Hospital Breastfeeding Policy recommendations
 - Follows World Health Organization Baby Friendly Hospital Initiative Ten Steps to Successful Breastfeeding



Source: United States Breastfeeding Committee

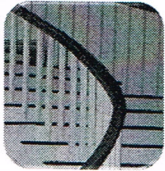
Maternity Staff Training Program

- ▶ Every staff member confidently supports mothers with early and exclusive breastfeeding
- ▶ Facility moves towards achieving breastfeeding supportive care
- ▶ Meets the goals of the Baby Friendly Hospital Initiative




Source: United States Department of Agriculture (USDA)

The Ten Steps/Recommendations for Improved Breastfeeding Support




#1: Have a written policy that is routinely communicated to all health care staff

- › The first of the ten recommendations is to have a written policy
- › A policy helps to:
 - Ensure consistent, effective care for mothers and babies
 - Provide a standard of practice that can be measured
 - Support actions




#2: Train all health care staff in skills necessary to implement the policy

- › The second step is about training
- › Train on all of the ten recommendations
- › Training assists staff to implement these steps



#3: Inform all pregnant women about the benefits and management of breastfeeding

- › Discuss the importance of breastfeeding with pregnant women and highlight practices that support the initiation of breastfeeding
- › Use communication skills to talk with pregnant women, mothers, and co-workers
 - Open-ended questions
 - Active listening
 - Affirmations



#4: Help breastfeeding mothers initiate breastfeeding within one hour of birth


- › Facilitate skin-to-skin contact and early initiation of breastfeeding



#5: (BFHI) Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants

(This is step #6 for the Maryland Hospital Breastfeeding Policy)

- › Assist a mother to learn the skills of positioning and attaching her baby, as well as the skill of hand expression
- › Help a mother to maintain breastfeeding when separated from her baby



#6: (BFHI) Give newborn infants no food or drink, other than breast milk, unless medically indicated

(This is step #8 for the Maryland Hospital Breastfeeding Policy)

- › Support successful breastfeeding and abide by the International Code of Marketing of Breast Milk Substitutes
- › Providing anything other than breast milk at this time interferes with the establishment of successful breastfeeding

#7: Practice “rooming-in” – encourage breastfeeding mothers and infants to remain together 24 hours a day

- › Minimize separation of mothers and infants for routine care
- › Teach parents that both mother and infant will be healthier and happier if kept together



Source: United States Breastfeeding Committee

#8: (BFHI) Encourage breastfeeding on demand

(This is step #5 for the Maryland Hospital Breastfeeding Policy)

- › Teach parents to identify early feeding cues
- › Teach parents expected normal newborn behaviors related to feeding



Source: United States Breastfeeding Committee

#9: Give no pacifiers or artificial nipples to breastfeeding infants in the hospital, unless medically indicated

- › Pacifiers and artificial nipples can interfere with the establishment of breastfeeding
- › Determine medical need when using pacifiers



Source: Maryland WIC Program

#10: Foster the establishment of breastfeeding support groups and refer breastfeeding mothers to them on discharge from the hospital or clinic.

- › Discuss with a mother how to find support for breastfeeding after she returns home
 - Hospital Support Groups
 - WIC
 - La Leche League
 - ILCA.org
 - Community Lactation Consultants
 - mdbfc.org



Source: United States Breastfeeding Committee

Following These Steps Will...

- › Improve evidence-based practice
- › Improve quality of care
- › Improve continuity of care



Source: United States Breastfeeding Committee

