



Baby Friendly Hospital Initiative
Hong Kong Association
愛嬰醫院香港協會



Breastfeeding: a Foundation for Health

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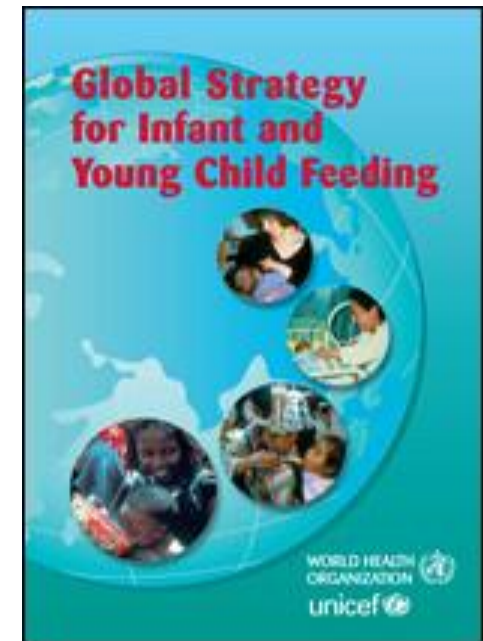
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WHO / UNICEF Recommendation 2002

- Infants should be **exclusively breastfed** for the first **six months** of life to achieve optimal growth, development and health.
- Thereafter, to meet their evolving nutritional requirements, ... **receive nutritionally adequate and safe complementary foods** while **breastfeeding** continues for **up to two years of age or beyond**.
- **Exclusive breastfeeding** from birth is **possible except for a few medical conditions...**



http://www.who.int/child_adolescent_health/documents/9241562218/en/



Health

“optimal growth, development and health”

- Health: A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (WHO 1946)
- Breastfeeding contributes not only to the reduction of illnesses
but towards physical, mental and social well-being



Breastfeeding

Illness reduction

- Ip S, et al 2007 Breastfeeding and maternal and infant health outcomes in developed countries (US DH and Human Services)
- AAP 2012 Breastfeeding and the Use of Human Milk
- Horta & Victora 2013: Long term effects of breastfeeding: A systematic review (WHO)

Provision of Nutrition

– Breastfeeding and breastmilk

Relationship building in a nurturing environment



Healthcare Cost Savings

UK NICE Costing Report 2006

- Improvement of BF rate through BFHI
- 0 – 5 guide to parents
- Initial outlay £6.8 million
- In 6th year, savings of £1.1 million through reduction in otitis media, gastroenteritis, asthma and use of formula and teats

US Bartick & Reinhold, Pediatrics 2010

- 90% of US mothers exclusively breastfeed for 6 months
- Reduction of 10 paediatric diseases identified by Agency for Health Research and Quality (Ip S, et al 2007)
- US\$13 billion per year savings



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Breastfeeding
Is
NOT a
Life Style Choice
But an important
Public Health issue
And
Builds a Foundation for Health



Ever Breastfeeding Rate in HK 1958 - 1992

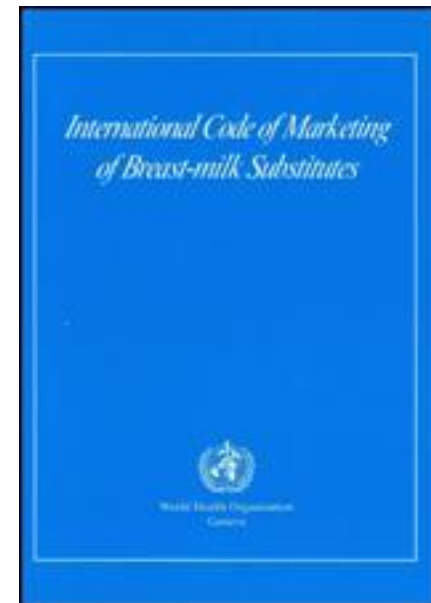




International Code of Marketing of Breastmilk Substitutes (BMSs)

World Health Assembly Resolution in 1981 and
Subsequent Relevant World Health Assembly
Resolutions

- Regulation of marketing of BMSs
- Protect breastfeeding infants
- Protect formula feeding infants





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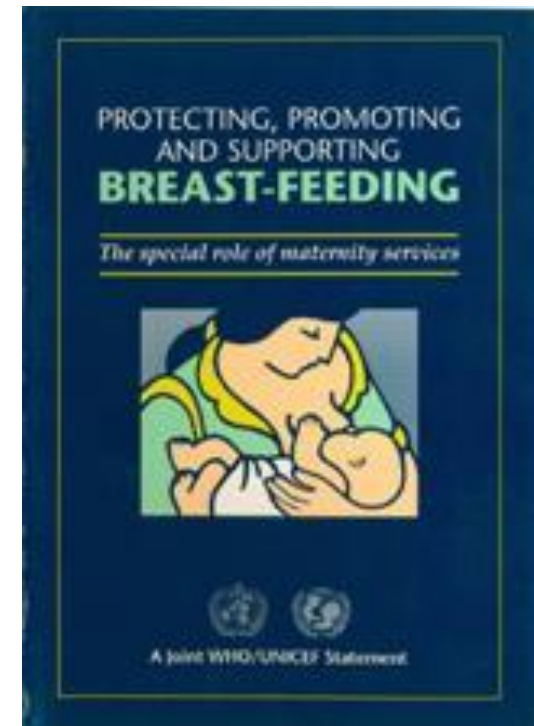


WHO/UNICEF Joint Statement (1989)

Protecting, promoting and supporting breast-feeding

The special role of maternity services

Ten Steps to Successful Breastfeeding





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WHO / UNICEF Innocenti Declaration 1990 / 2005

- Enable **exclusive Breastfeeding** for 6 months
- Develop National Breastfeeding **policy**
- Appoint a National Breastfeeding **co-ordinator** and a multi-sectoral **committee**...
- Ensure that every (maternity) facility fully practises all the “**Ten Steps** to Successful Breastfeeding”
- Give effect to the principles and aim of the International **Code**
- Enact legislation to protect rights of **working women** ...





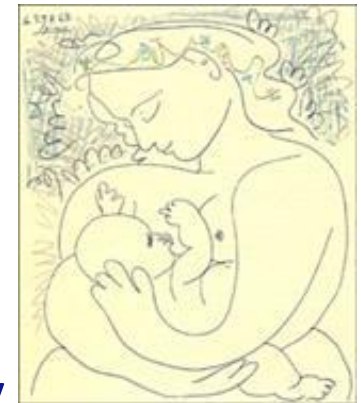
Baby Friendly Hospital Initiative 1991

- WHO/UNICEF Global movement

Give every baby the best start in life by creating a health care environment where breastfeeding is the norm

- Baby Friendly Hospitals

- Implement the “Ten Steps”
- Comply with the International Code and Subsequent relevant World Health Assembly Resolutions



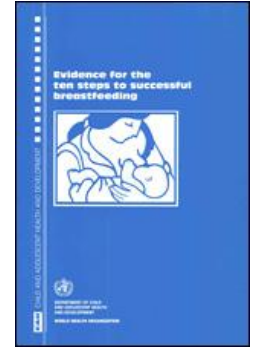


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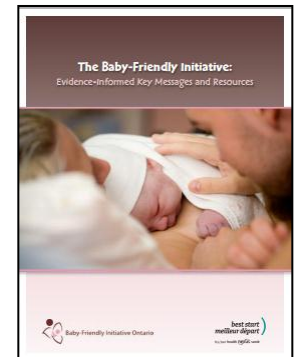
Evidence-based Practice

**Evidence for the Ten Steps to Successful Breastfeeding
WHO 1998**



**The Baby-friendly Initiative: Evidence-informed
Key Messages and Resources**

**Best Start Resource Center &
Baby-Friendly Initiative Ontario 2013**



**The evidence and rationale for the UNICEF UK
Baby Friendly Initiative Standards
UK UNICEF 2013**





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Baby Friendly Hospitals and Breastfeeding

PROBIT

Promotion of Breastfeeding Intervention Trial

Kramer et al, 2001

	BFH	Traditional Care
Exclusive BF rate at 3 mon	43.3 %	6.4%



Breastfeeding rates in US Baby-Friendly hospitals: results of a national survey

Merewood et al 2005

	BFH	Country Ave
BF Initiation Rate	83.8%	69.5%
Exclusive BF rate in hospital	78.4%	46.3%



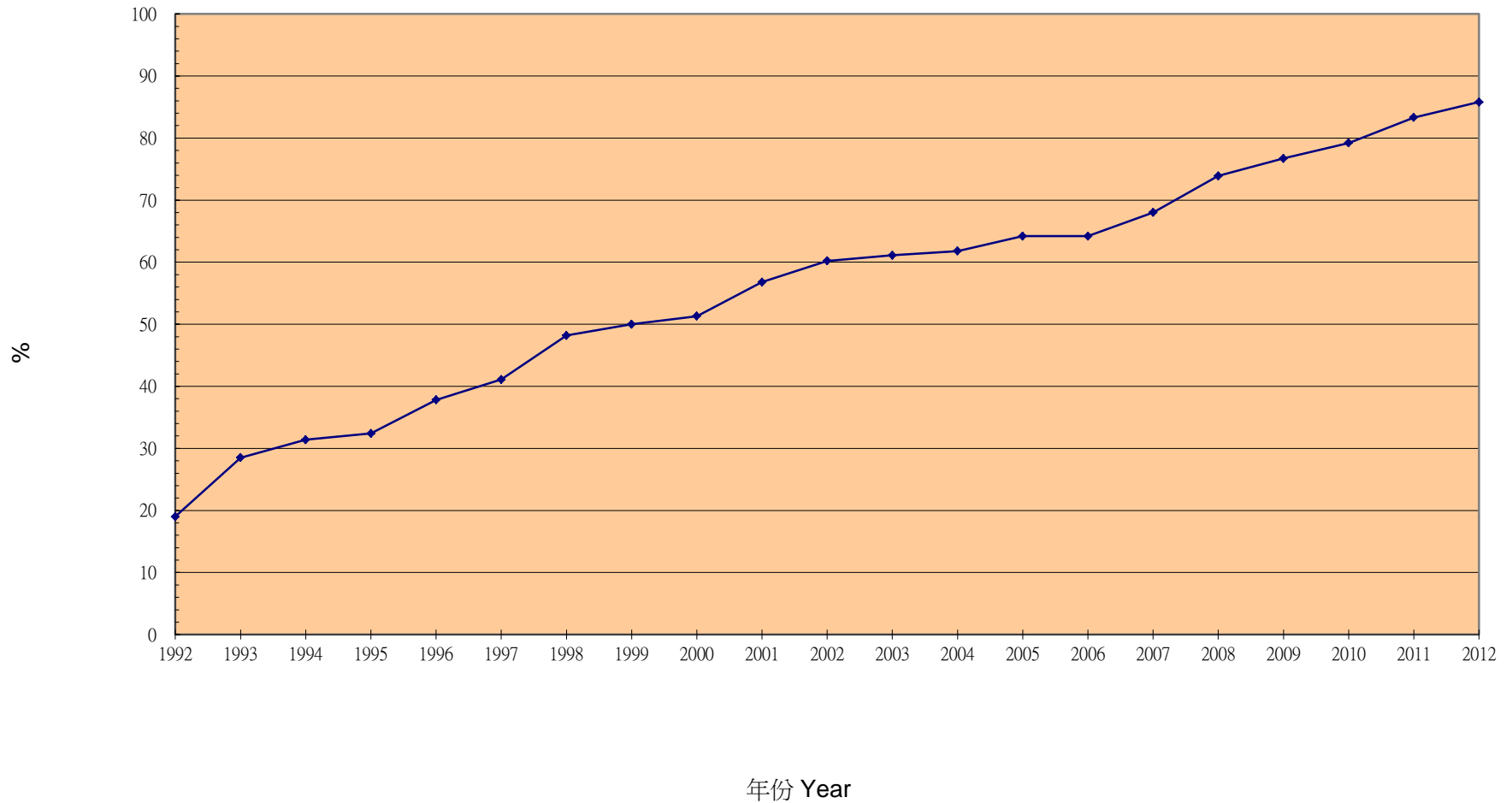
Breastfeeding in BFHs and hospitals in the process of evaluation in Switzerland

Merten et al 2005

	BFH		Hosp under evaluation
EBF(0-5 m)	42%		34%
Compliance	Good	Low	
Any BF (median)	34 wks	30 wks	28
Full BF (median)	21 wks	17 wks	17
EBF (median)	12 wks	10 wks	6



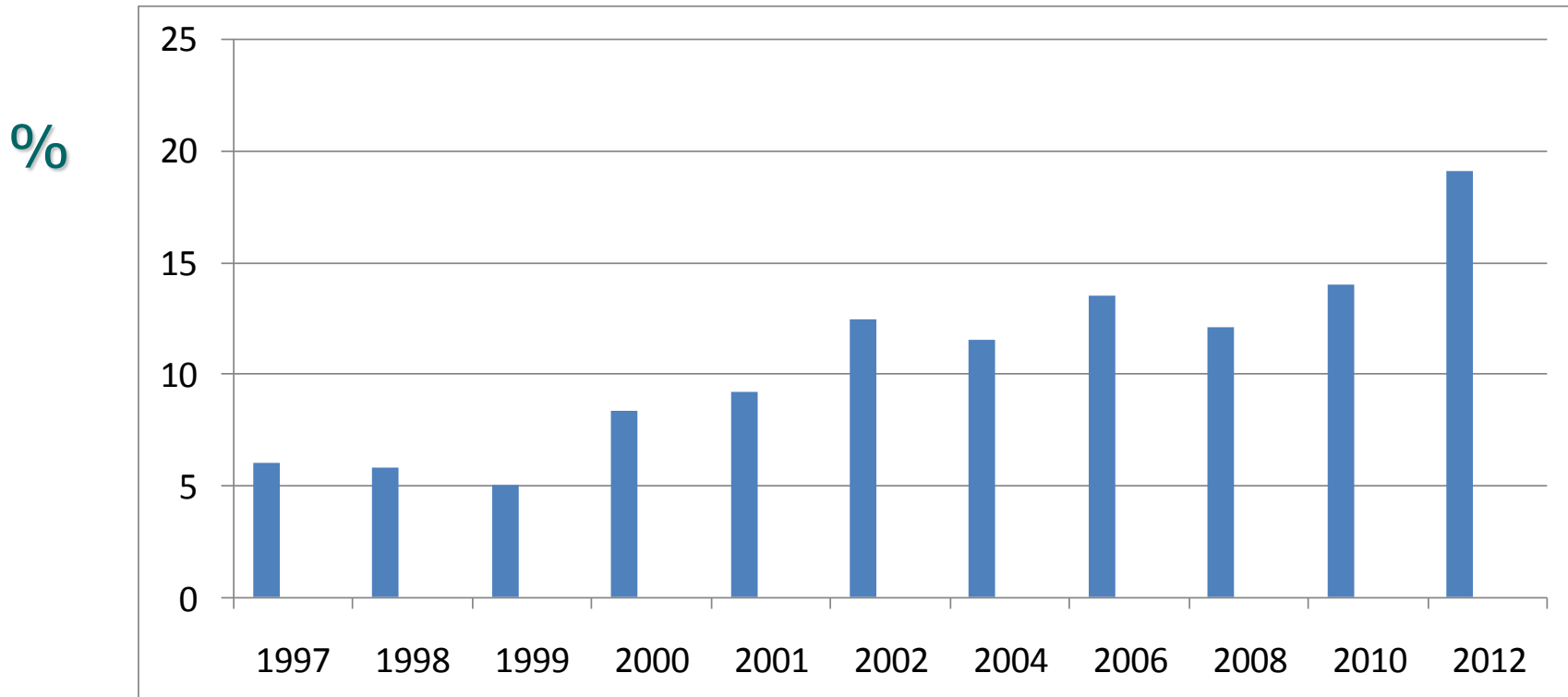
Breastfeeding rate on Discharge (1992 - 2012)





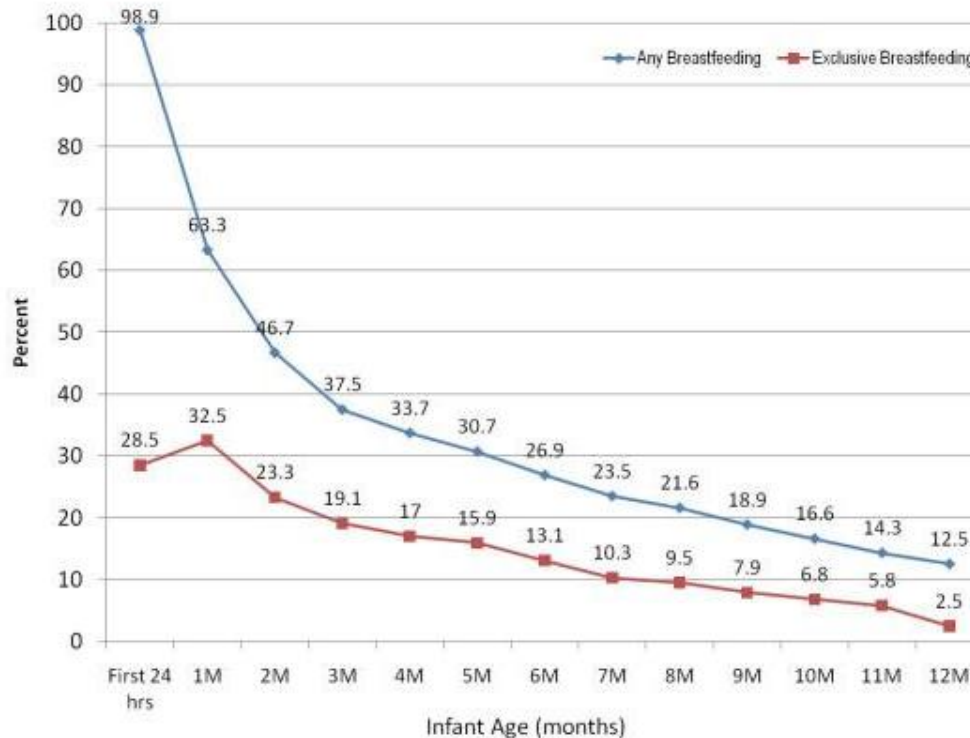
Exclusive Breastfeeding to 4-6 mon

Dept of Health Survey





Mothers still providing any breastfeeding or exclusive breastfeeding



Tarrant et al, 2010



Impact of baby-friendly hospital practices on breastfeeding in Hong Kong

Tarrant et al 2011

- 1,242 breastfeeding Mother-infant dyad in 4 public hospitals
- 6 of the Ten Steps experienced by mothers
- Exclusive BF in hospital protective against early BF cessation
- Those experienced 1 or less Baby Friendly practices were ~ 3 X more like to discontinue BF



Baby Friendly Hospital Initiative Hong Kong Association

- Established by Hong Kong Committee for UNICEF in 1994
- Aim
 - Promote, protect and support breastfeeding
 - Monitor and report violations of the Code
 - Encourage hospitals to become “ Baby Friendly”



BFHIHKA Annual Survey 2013 (self-report)

	Ten Steps to Successful BF	%
1	Breastfeeding (BF) Policy	94
2	Staff training (% staff)	
	Nurses: OG (14/18)	86
	Paed (10/18)	31
	Doctors: OG (8/18)	22
	Paed (8/18)	28
3	Inform all pregnant women about the advantage and management of BF (%women)	86



	Ten Steps to Successful BF	%
4	Initiate BF within ½ hour of birth (%mothers) Vaginal or CS without GA delivery (17/18) CS with GA (when mother responsive) (16/18)	12 19
5	Assist mother to BF within 6 hours Maintain lactation if separated from infant	89 100
6	No food or drink other than B milk (17/18)	59
7	24 hours room-in	56
8	BF on demand	100
9	No artificial teats or pacifiers for BF infants	78
10	Refer to BF support group	83



Designation in Hong Kong

- HK Committee for UNICEF assigns BFHIHKA as assessment body
- Trained local assessors
- Panel formed by BFHIHKA with representative from Department of Health will review / endorse assessment reports



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Designation of Baby Friendly Hospitals (BFH)

Stepwise designation

- Policy
- Action plan
- Implementation
- Outcome

Document assessment -> On site visit + interviews



Process





- **Register of Intent**

work towards Baby Friendly Hospital within 5 years

- **Certificate of Commitment**

self appraisal; prepare basic **data**, Infant Feeding **Policy**
and **Action Plan**

- **Level One Participation**

mechanisms of implementation of Action Plan and
monitoring of policy standards in place

- **Level Two Participation**

staff have knowledge and skills to implement the Infant
Feeding Policy



- **Baby Friendly Hospital Designation**
mothers prepared to care for and feed their infants appropriately
- **Re-validation**

Award of different levels posted on BFHIHKA website
with date

www.babyfriendly.org.hk



HK Progress

- 2002: HA BFH Steering Committee
 - explored tender for BMSs
- 2010: Discontinuation of free supplies of BMSs in HA hospitals
- 2012: Discontinuation of free supplies of BMSs in all private hospitals
- All birthing HA hospitals designated by 2020



**To Become Baby Friendly
(New)**

Healthcare Facilities

Workplace

Everyone

**Ten steps to successful
breastfeeding**

The Code

World Breastfeeding Week

Resources

Join Us/Donate

Baby Friendly Hotline: 2838

Hospitals pledged to become a Baby-Friendly Hospital within 5 years :

Process of Designation	Name of Hospital	Date
Registration of Intent	Queen Elizabeth Hospital	June 2013
	Kwong Wah Hospital	November 2013
	Queen Mary Hospital	December 2013
Certificate of Commitment	Queen Elizabeth Hospital	January 2014
Award of Level 1 Participation		
Award of Level 2 Participation		
Award of Baby Friendly Hospital		



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HA

From

“To be or Not to be” 2003



Time frame for hospitals with Maternity Units

To Be

Baby Friendly Hospitals

Time Frame for Private Hospitals?



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Baby Friendly Hospital Initiative
Baby Friendly
Maternity Units
Neonatal Units
Community Health Care Facilities

From Initiation to Sustaining Breastfeeding



“Many of the things we need can wait. The child cannot. Right now is the time his bones are being formed, his blood is being made, and his senses are being developed. To him we cannot answer ‘Tomorrow,’ his name is today.”

Gabriela Mistral