



Service Priorities and Programmes
Electronic Presentations

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Step by step moving towards Baby Friendly Hospital

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Introduction

The World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) have launched the Baby Friendly Hospital Initiative (BFHI) in 1991 to promote breastfeeding. Hospitals are recommended to implement the WHO / UNICEF Ten Steps to Successful Breastfeeding and comply with the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly resolutions.

Objectives

Offer appropriate suggestions to mothers on nutritional choices, and provide evidence-based knowledge and skill in facilitation of breastfeeding (BF) during hospitalization and after discharge.

Methodology

Gap analysis - Deprived of constant contact with mother especially NICU babies - Preterm sick infants will be kept "Nil per oral" for days - Staff work in NNU required 20 hours Breastfeeding Training Staff Training (on going) -All new comers within first 3 months: 1 hour briefing section in basic breastfeeding knowledge, to ensure standard information providing to parents - Medical and Nursing Staff : 20 hours breastfeeding training + clinical practicum - Supporting Staff: 8 hours breastfeeding training including assessment. Public - Client education: Poster, booklet, and video are provided for BF mothers. The leaflet of storage & transportation of Expressed Breast Milk is given to all newly admitted cases. - Counseling: Individual parent education is provided by Lactation Consultant if indicated. -Breastfeeding promotion activities are conducted yearly Facilities - A designated milk fridge, breastfeeding room with BF pillows and milk pumps are provided for BF mothers. - Breast models for Breastfeeding Training (2011 onwards) - Breastfeeding rooms for hospital staff & public are available in 2012 Policies - Support Breastfeeding from top management to front line staff - NTWC Breastfeeding policies & guidelines (Revised in 2012-2013) - Paid infant formula (2012) - Implement Colostrum mouth wash (2013) - Promote Kangaroo care for preterm babies (on going)

Result

- Monthly Breastfeeding Statistics for review - Plan to assess staff attitude & mothers

' satisfaction towards breastfeeding by questionnaire Vision - To obtain BFHI achievement awards and certificate of commitment in 2017 - Cultural change of the Breast Feeding as the primary nutrition choice .