Baby Friendly Hospital Initiative (BFHI)

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Baby Friendly Hospital Initiative (BFHI)

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Breastfeeding in the NICU
- Determine the culture in the NICU and their stance in the support and encouragement of breastfeeding
- Survey staff to determine their culture and perception of breastfeeding
- Acknowledge barriers

Background
What is BFHI?
- Created by the World Health Organization (WHO) and United Nation’s Children’s Fund (UNICEF) in 1991
- Recognizes hospitals and birthing centers that fully support breastfeeding and mother-baby bonding
- Breastfeeding is a preventative practice
  - Benefits to baby and mom

4 Phases:
- Discovery Phase (Completed)
- Development Phase (Current phase, to be completed March 2015)
- Dissemination Phase (To be completed March 2016)
- Designation Phase (Completion determined by BFHI surveyors upon their decision)

The 10 Steps to Successful Breastfeeding
- Step 7: Practice rooming-in
  - Benefits to breastfeeding
  - Allowing mothers-newborns to remain together ≥23 hours a day

Rooming-in MBU
- Log sheet for newborns time out of/time back in room and rationale
- Survey for staff to determine the culture and where the barriers are
- Maximize time baby spends in room and with mom by changes practices
  - Hearing screen and blood work bedside
  - Bring baby to discharge class
- 24% of newborns spend >23 hours rooming-in
- Most common rationale: bloodwork, hearing screen, initial assessment/bath, circumcision, mom’s request, discharge class
- Need a culture change

Skin-to-Skin L&D
- Contact between mother and newborn, no blanket, no clothing in between, right after birth
  - Within 1st hour for at least 30 minutes
  - First feed should happen within 1st hour as well
- Clinical observations
  - Vaginal and C-section delivery
- Feedback from staff

Better Care, Cost, Health
- Redevlop practices to focus on better mother-baby bonding and successful breastfeeding
- Terminate the use of existing tools and maximize use of time and labor
- Breastfeeding provides long-term health benefits for mom and baby

REFERENCES

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