

# BABY-FRIENDLY HOSPITAL INITIATIVE

Revised, Updated and Expanded for Integrated Care



"Maternity", 1963, © 2003 Estate of Pablo Picasso/Artists Rights Society (ARS), New York

# Global Strategy for Infant and Young Child Feeding

The aim of the Global Strategy is to improve – through optimal feeding – the nutritional status, growth and development, health, and thus the survival of infants and young children.

It supports exclusive breastfeeding for 6 months, with timely, adequate, safe and appropriate complementary feeding, while continuing breastfeeding for two years and beyond.

It also supports maternal nutrition, and social and community support.

# The aim of the Baby Friendly Hospital Initiative

To implement  
the Ten Steps to Successful Breastfeeding  
and  
to end the distribution of free and low-cost  
supplies of breastmilk substitutes  
to health facilities.

# Course Aims

The aim of this course is that every staff member will confidently support mothers with early and exclusive breastfeeding,  
and that this facility moves towards achieving Baby-friendly designation.



Original illustration by Jenny Corkery

# Infant Feeding Recommendation for HIV-positive Women

Exclusive breastfeeding is recommended for HIV-infected mothers for the first six months of life unless replacement feeding is acceptable, feasible, affordable, sustainable and safe for them and their infants before that time.

When replacement feeding is acceptable, feasible, affordable, sustainable and safe avoidance of all breastfeeding by HIV-infected mothers is recommended.



Original illustration by Jenny Corkery

The overall aim of the  
International Code of Marketing  
of Breast-milk Substitutes  
is the safe and adequate nutrition  
of all infants.



# Skin to Skin Contact and Early Breastfeeding

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# Skin to Skin Contact and Early Breastfeeding

5/2

UNICEF/HQ92-0369/ Roger Lemoyne, Thailand



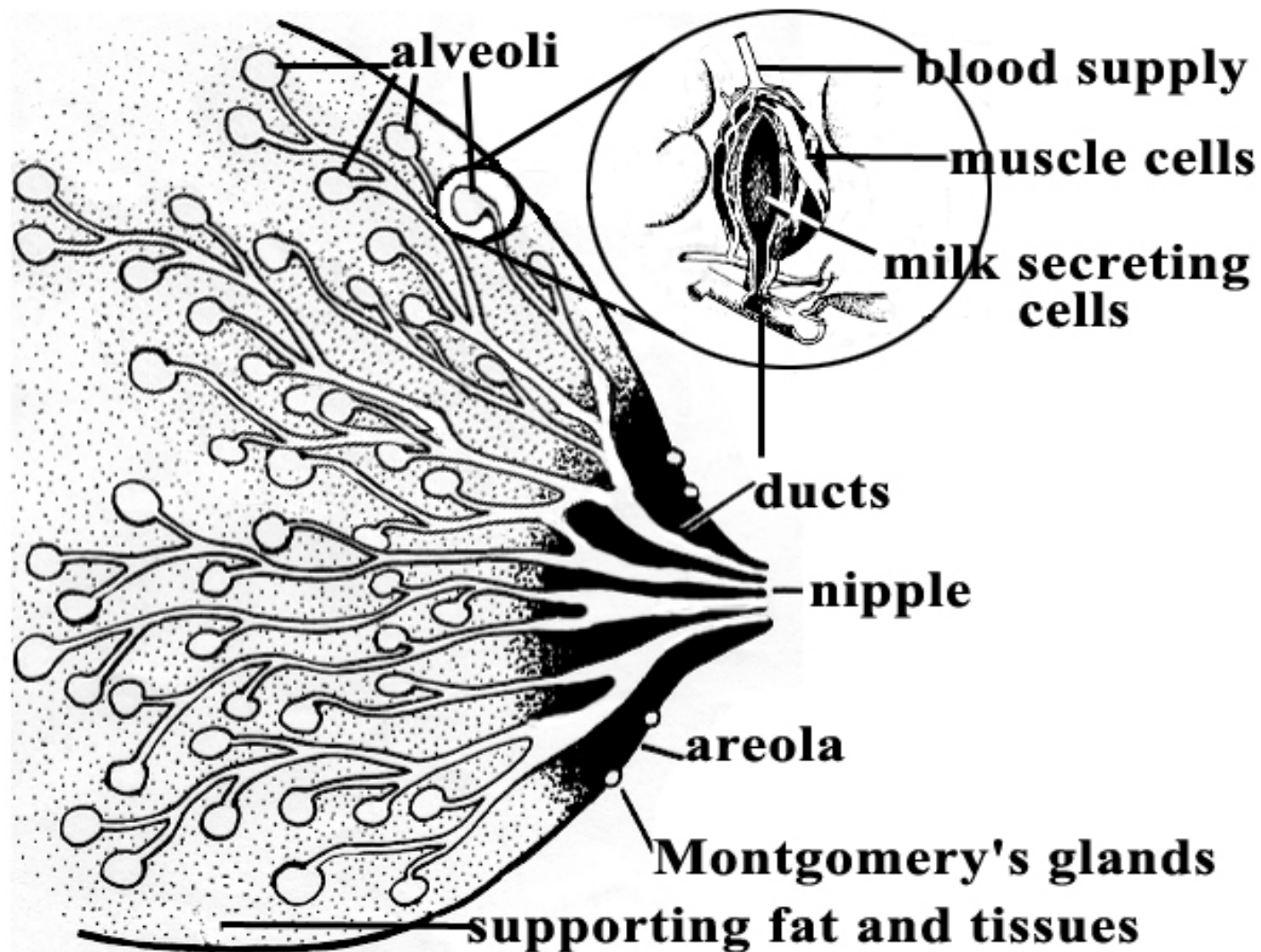
# First Skin to Skin Contact

5/3

Dr Nils Bergman, Cape  
Town, South Africa



# Parts of the Breast



Adapted from *Breastfeeding Counselling: a training course*,  
WHO/CHD/93.4, UNICEF/NUT/93.2

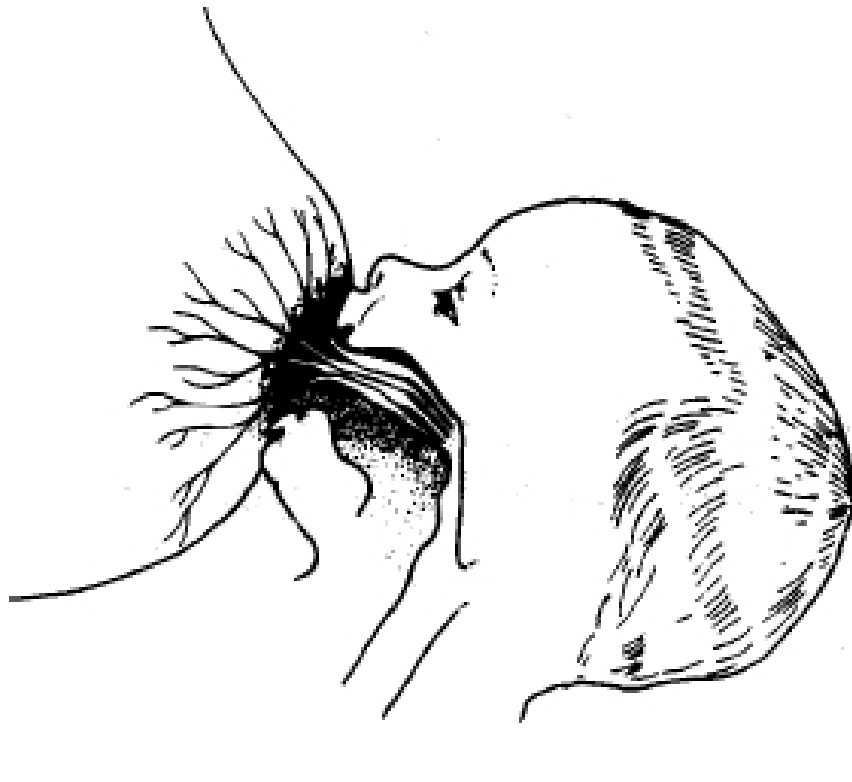
# Helping the Oxytocin Reflex

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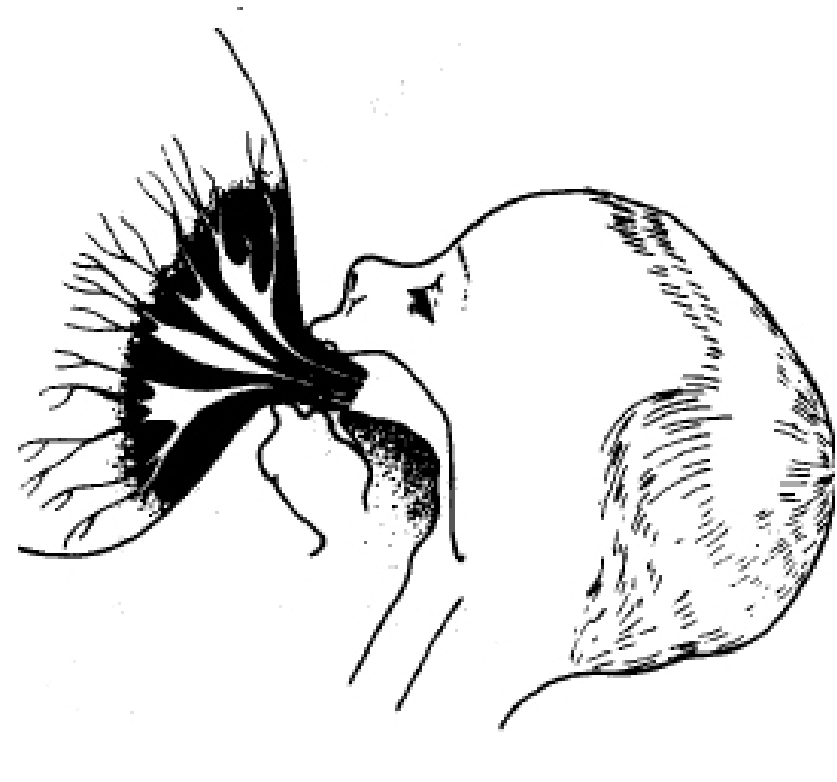


*Breastfeeding Counselling: a training course,  
WHO/CHD/93.4, UNICEF/NUT/93.2*

# What can you see?



Good attachment



Poor attachment

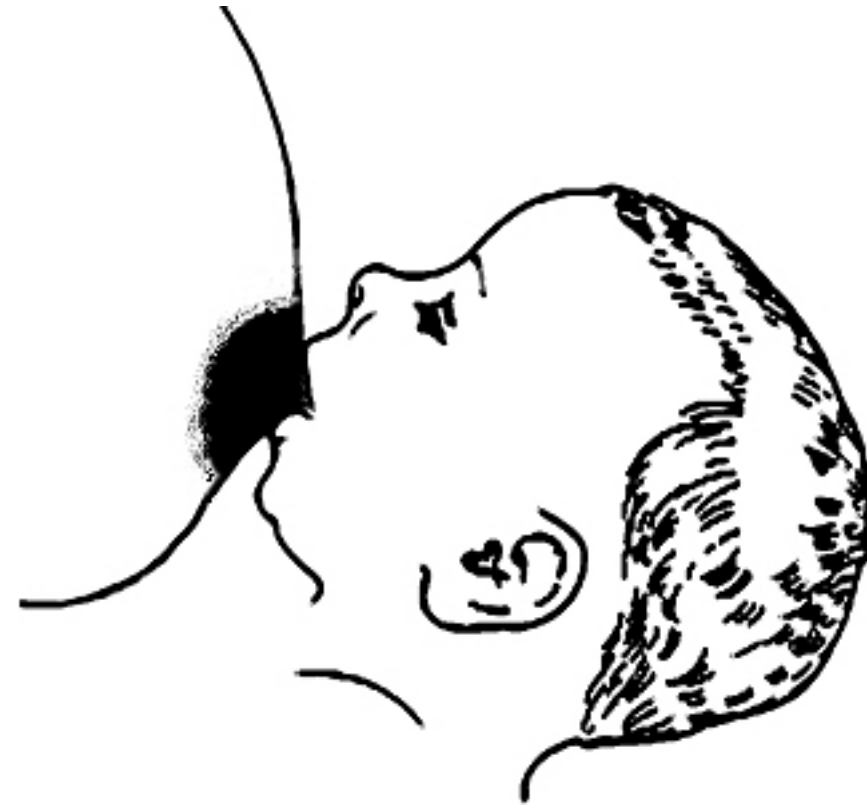
*Breastfeeding Counselling: a training course,  
WHO/CHD/93.4, UNICEF/NUT/93.2*

# What can you see?

6/4



Good attachment



Poor attachment

*Breastfeeding Counselling: a training course,  
WHO/CHD/93.4, UNICEF/NUT/93.2*

# Breastfeeding Positions



**In line  
Close  
Supported  
Facing**



*Breastfeeding Counselling: a training course,  
WHO/CHD/93.4, UNICEF/NUT/93.2*



## BREASTFEED OBSERVATION AID

7/2

Mother's name \_\_\_\_\_

Date \_\_\_\_\_

Baby's name \_\_\_\_\_

Baby's age \_\_\_\_\_

### Signs that breastfeeding is going well:

### Signs of possible difficulty:

#### GENERAL

##### *Mother:*

- Mother looks healthy
- Mother relaxed and comfortable
- Signs of bonding between mother and baby

##### *Mother:*

- Mother looks ill or depressed
- Mother looks tense and uncomfortable
- No mother/baby eye contact

##### *Baby:*

- Baby looks healthy
- Baby calm and relaxed
- Baby reaches or roots for breast if hungry

##### *Baby:*

- Baby looks sleepy or ill
- Baby is restless or crying
- Baby does not reach or root

#### BREASTS

- Breasts look healthy
- No pain or discomfort
- Breast well supported with fingers away from nipple

- Breasts look red, swollen, or sore
- Breast or nipple painful
- Breasts held with fingers on areola
- Nipples flat, not protractile

- Nipples protractile

#### BABY'S POSITION

- Baby's head and body in line
- Baby held close to mother's body
- Baby's whole body supported
- Baby approaches breast, nose to nipple

- Baby's neck and head twisted to feed
- Baby not held close
- Baby supported by head and neck only
- Baby approaches breast, lower lip/chin to nipple

#### BABY'S ATTACHMENT

- More areola seen above baby's top lip
- Baby's mouth open wide
- Lower lip turned outwards
- Baby's chin touches breast

- More areola seen below bottom lip
- Baby's mouth not open wide
- Lips pointing forward or turned in
- Baby's chin not touching breast

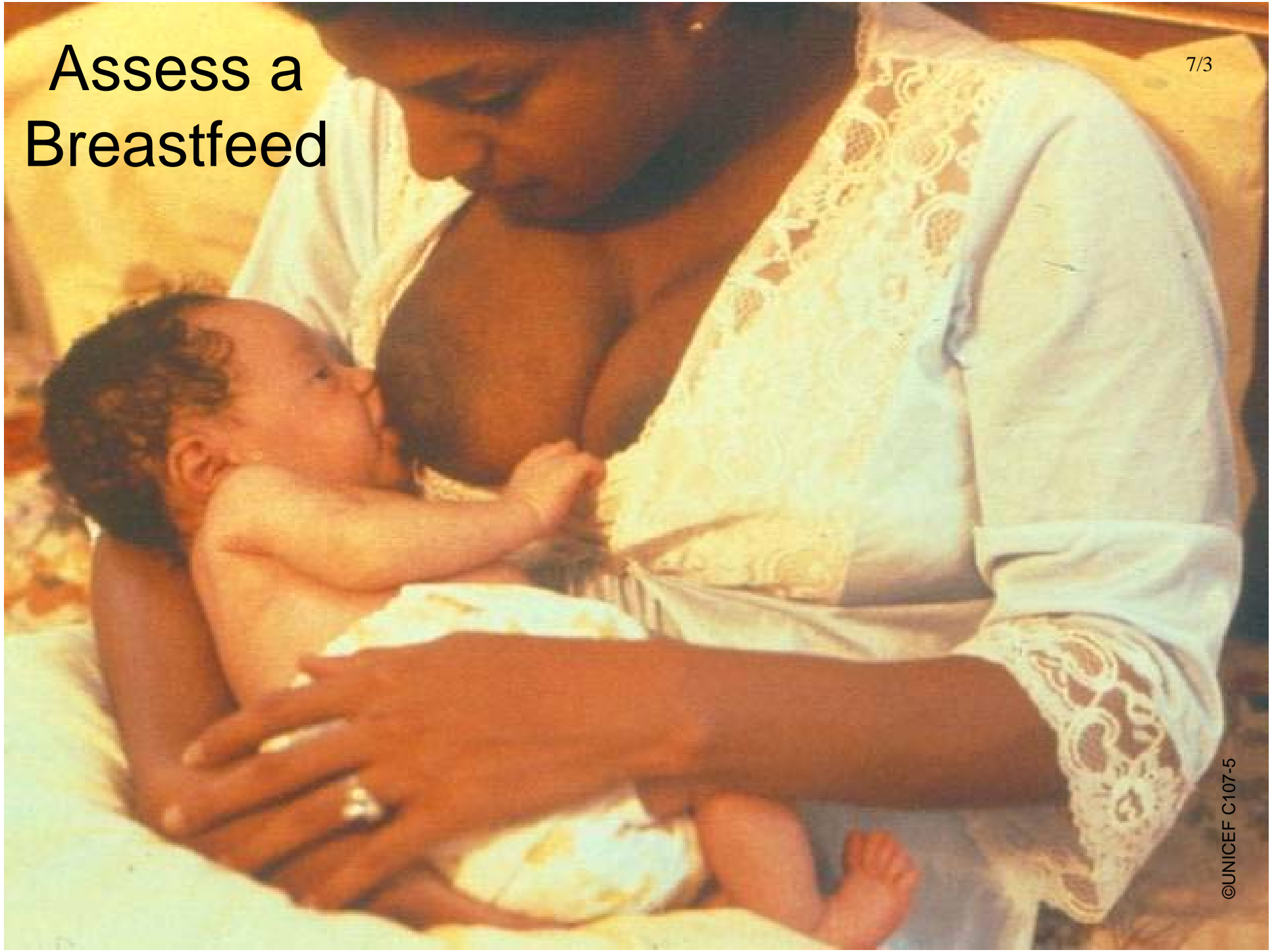
#### SUCKLING

- Slow, deep sucks with pauses
  - Cheeks round when suckling
  - Baby releases breast when finished
- Mother notices signs of oxytocin reflex

- Rapid shallow sucks
- Cheeks pulled in when suckling
- Mother takes baby off the breast
- No signs of oxytocin reflex noticed

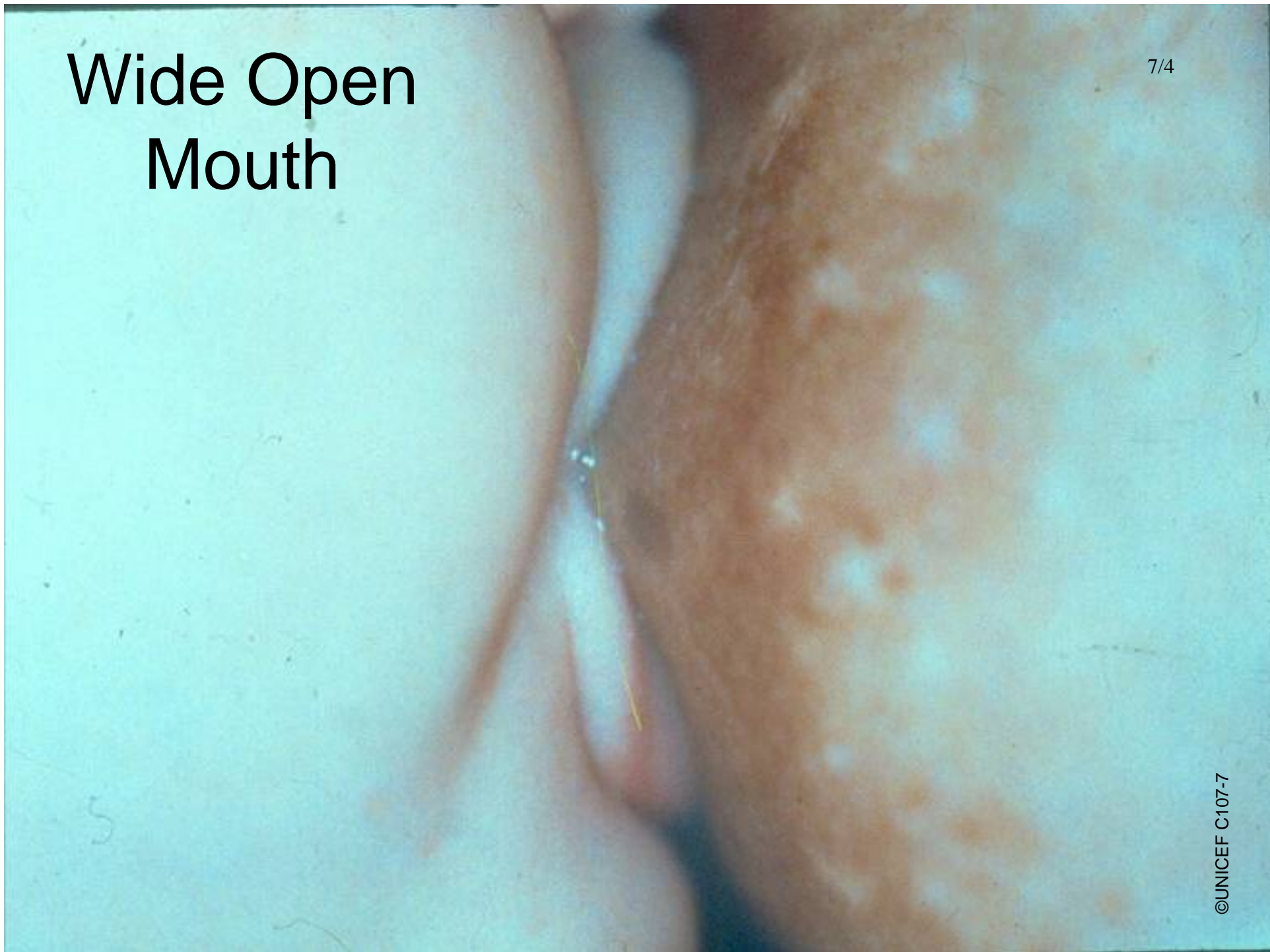
#### Notes:

# Assess a Breastfeed



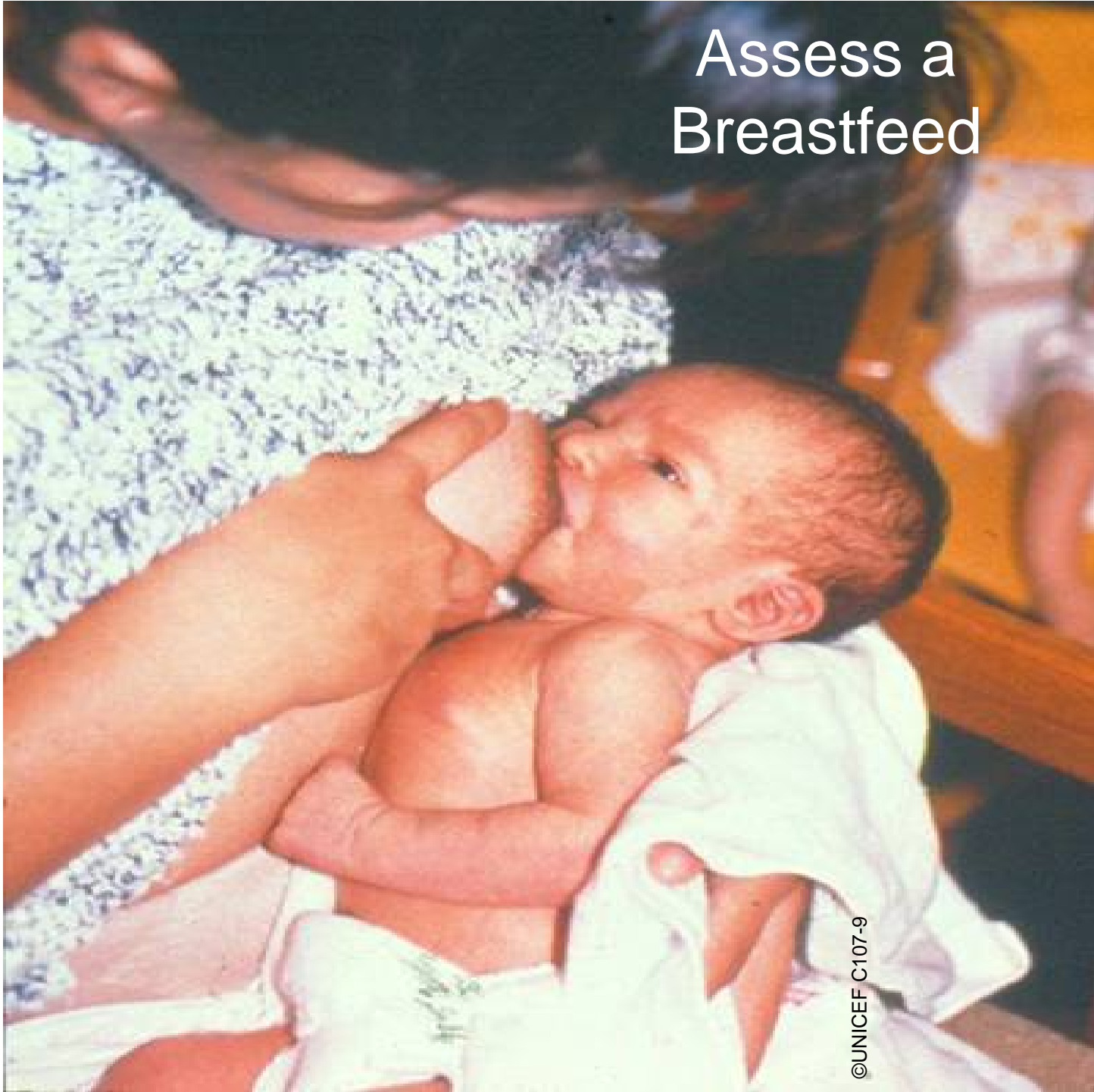
# Wide Open Mouth

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# Assess a Breastfeed

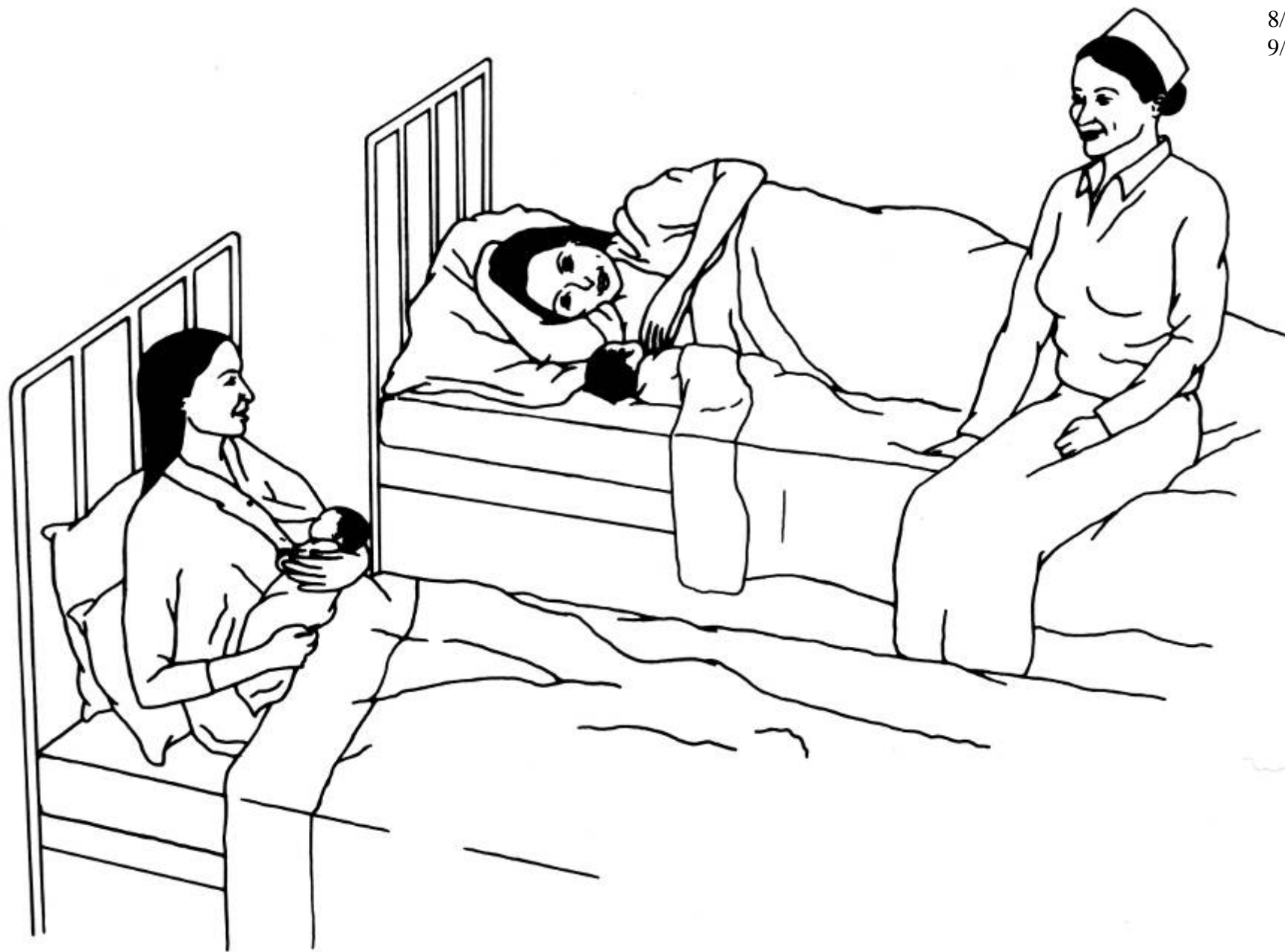
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# Assess a Breastfeed





## Case study



2 weeks old  
Healthy at birth  
Discharged Day 2

“Sleeping all the time”

“Refusing” the breast

3 stools in week

12% under birth weight

Bottle with honey and  
water twice yesterday

# Kangaroo Mother Care



Dr Nils Bergman,  
Cape Town,  
South Africa



# Kangaroo Mother Care

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Dr Nils Bergman, Cape Town, South Africa

# Positioning a preterm infant



# Twins Grow Well on Breastmilk

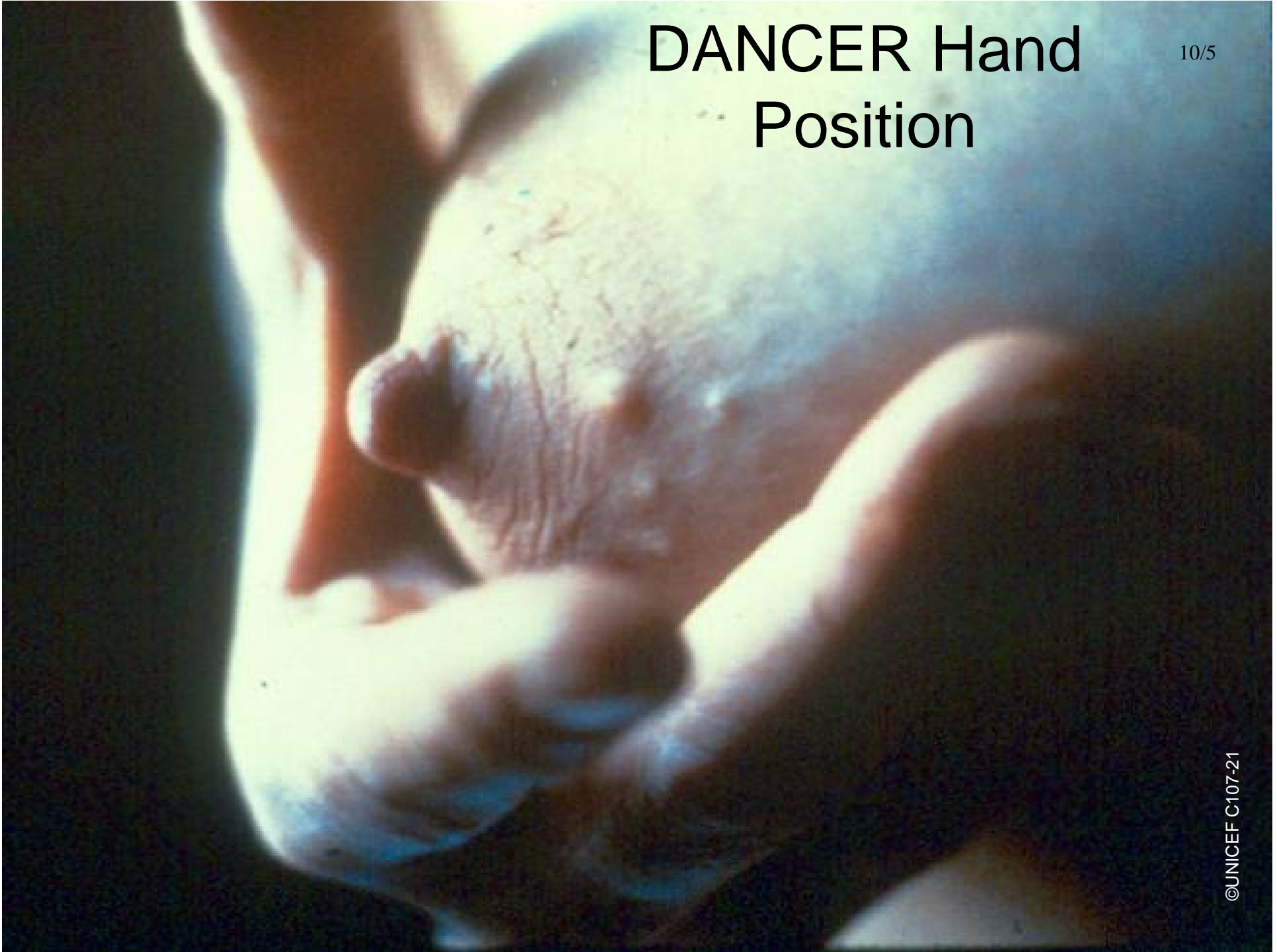
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UNICEF/HQ92-0260/ Lauren Goodsmith, Mauritania



# DANCER Hand Position

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# Chin Support

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# Hand Expression



# Cup Feeding

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*Promoting breastfeeding in health facilities:  
A short course for administrators and policy makers WHO/NUT/96.3, Wellstart International*

# Supplementer





# Size and Shape

There are many different shapes and sizes of breast and nipple.

Babies can breastfeed from almost all of them.



# Full Breast

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# Engorged Breast



# Mastitis

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# Sore Nipple

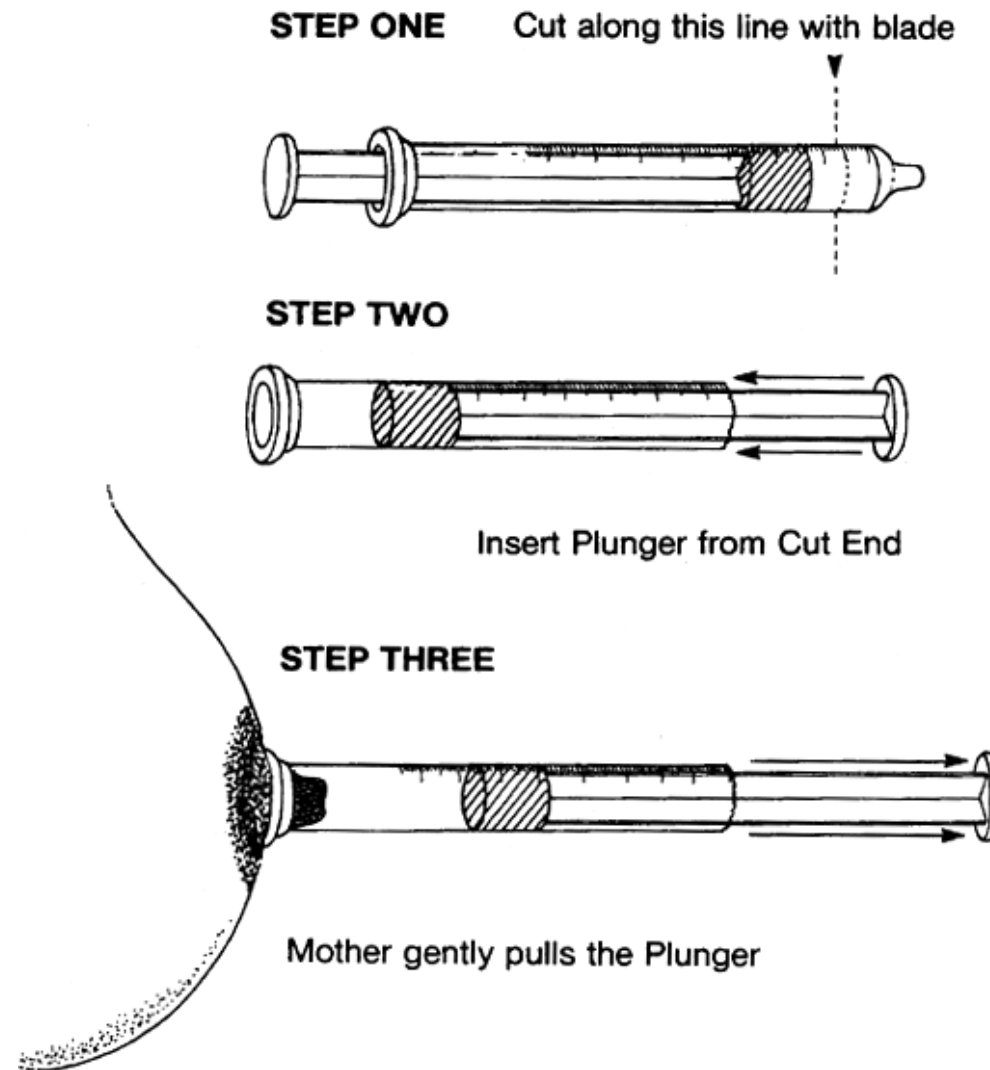
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# Sore Nipple



# Syringe method for inverted nipples



# Candida on the nipple

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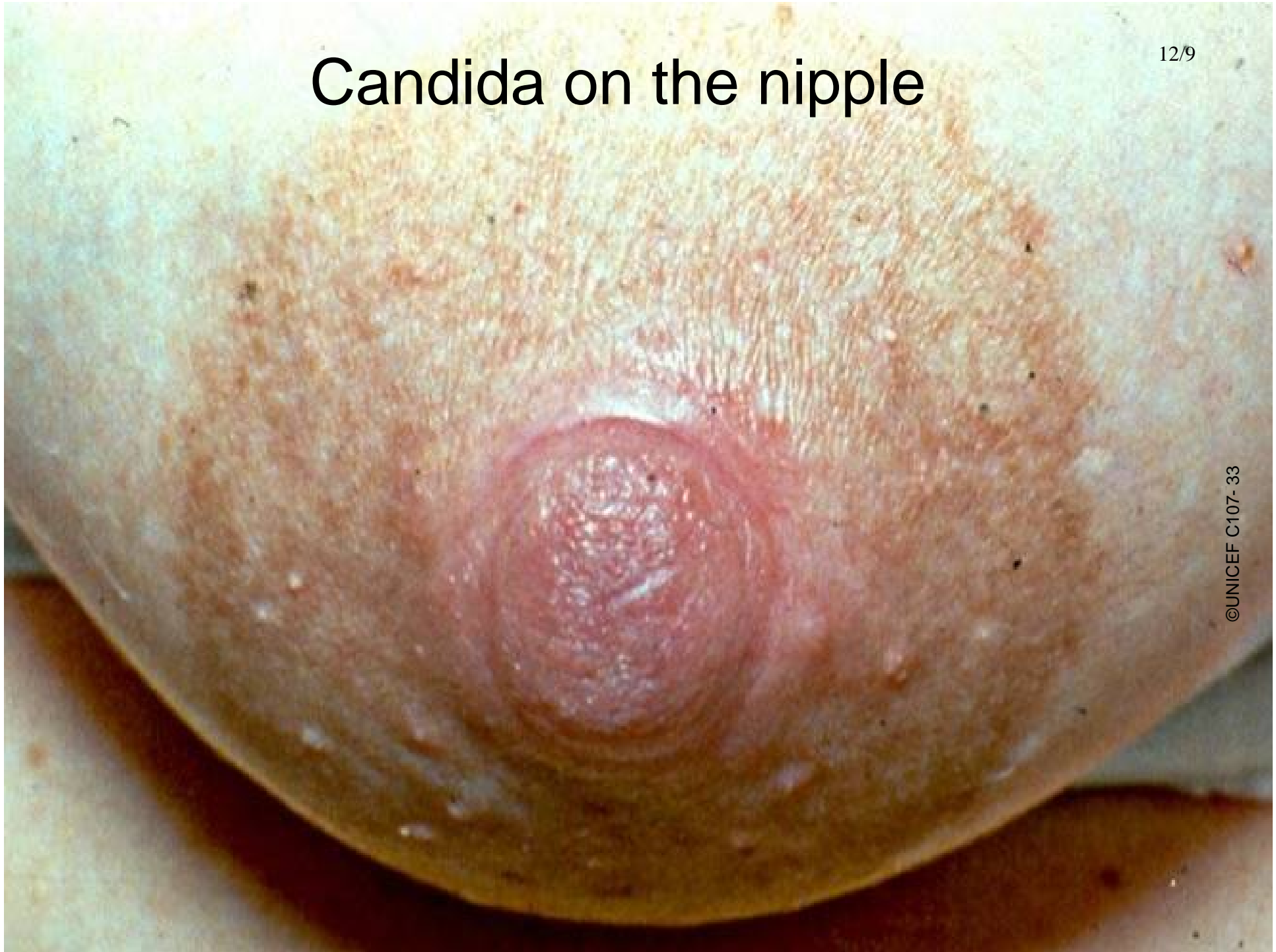


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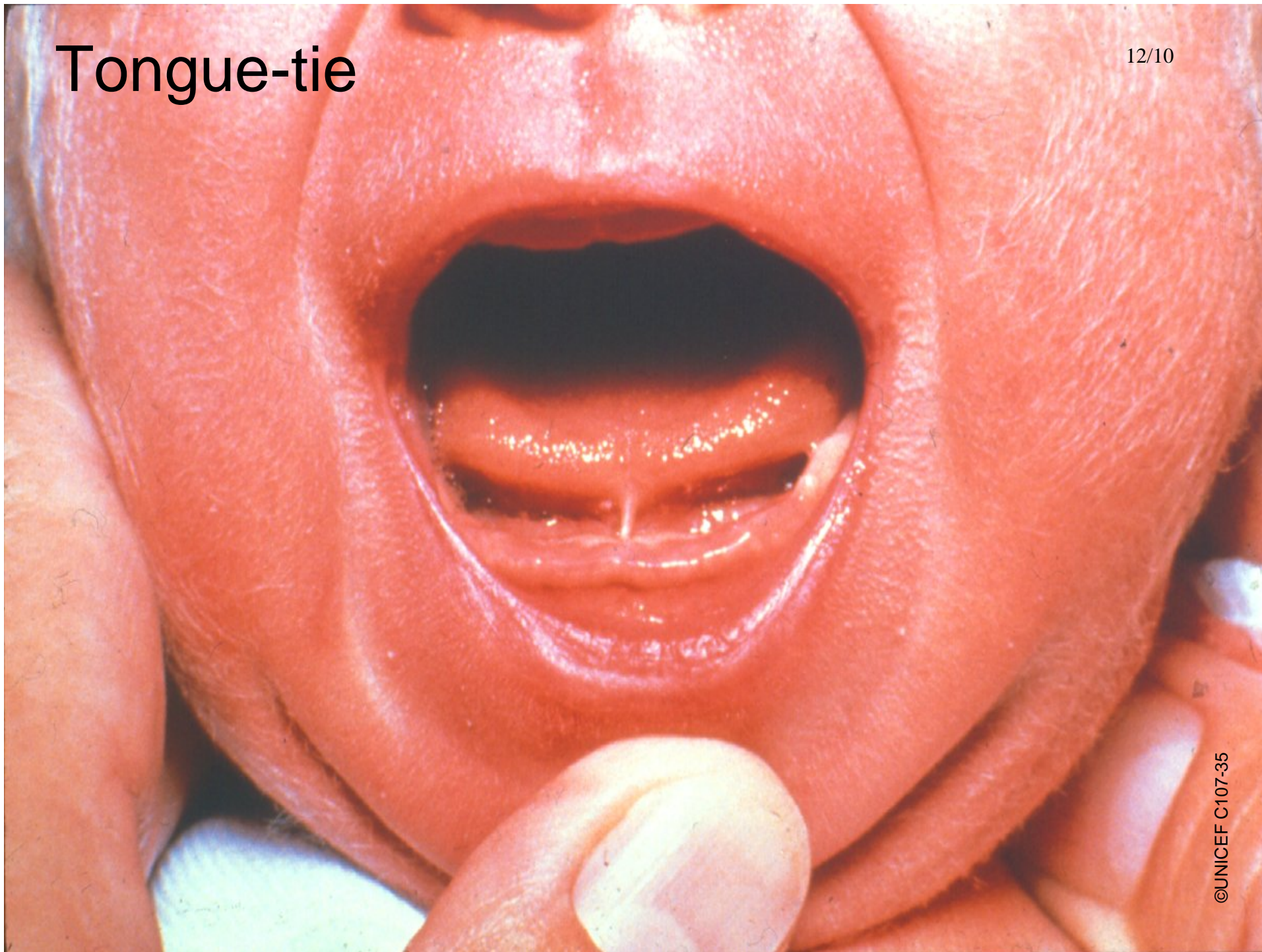
# Candida on the nipple

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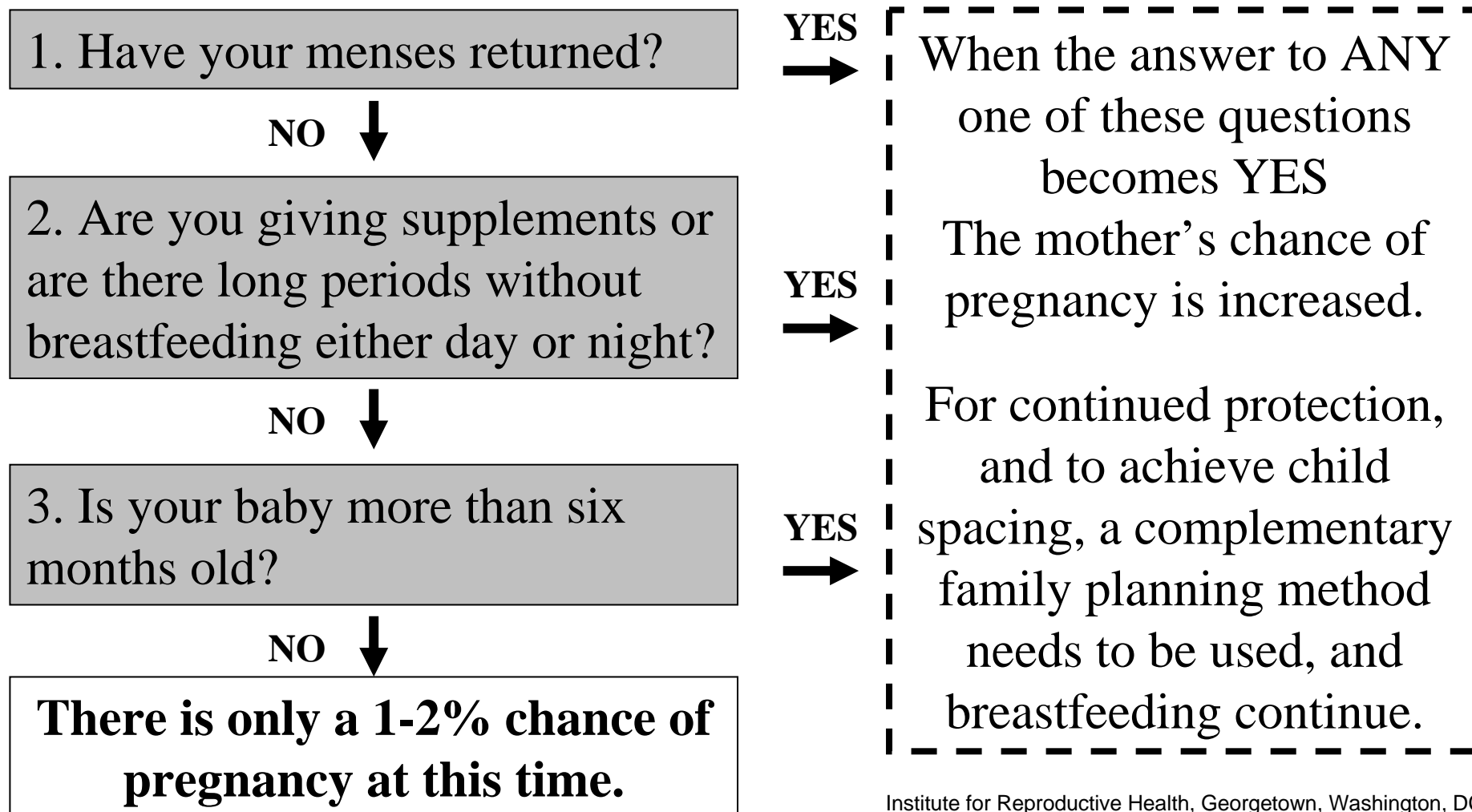
# Tongue-tie

12/10



# Lactational Amenorrhea Method (LAM)

**Ask the mother or advise her to ask herself these three questions:**



Institute for Reproductive Health, Georgetown, Washington, DC

# UNICEF/WHO/UNAIDS

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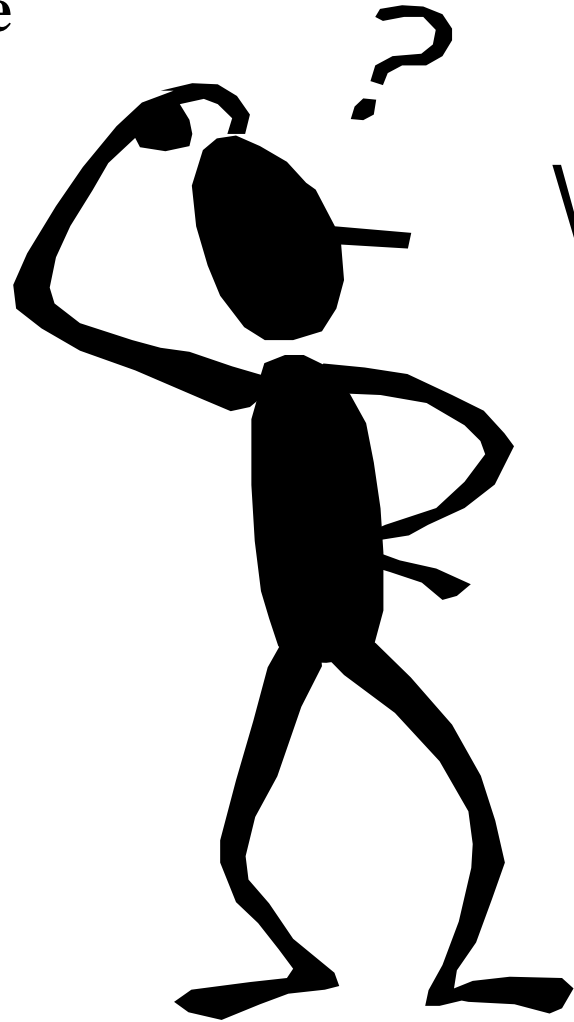
# Course Aims

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## Developing a Plan:

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### Step One

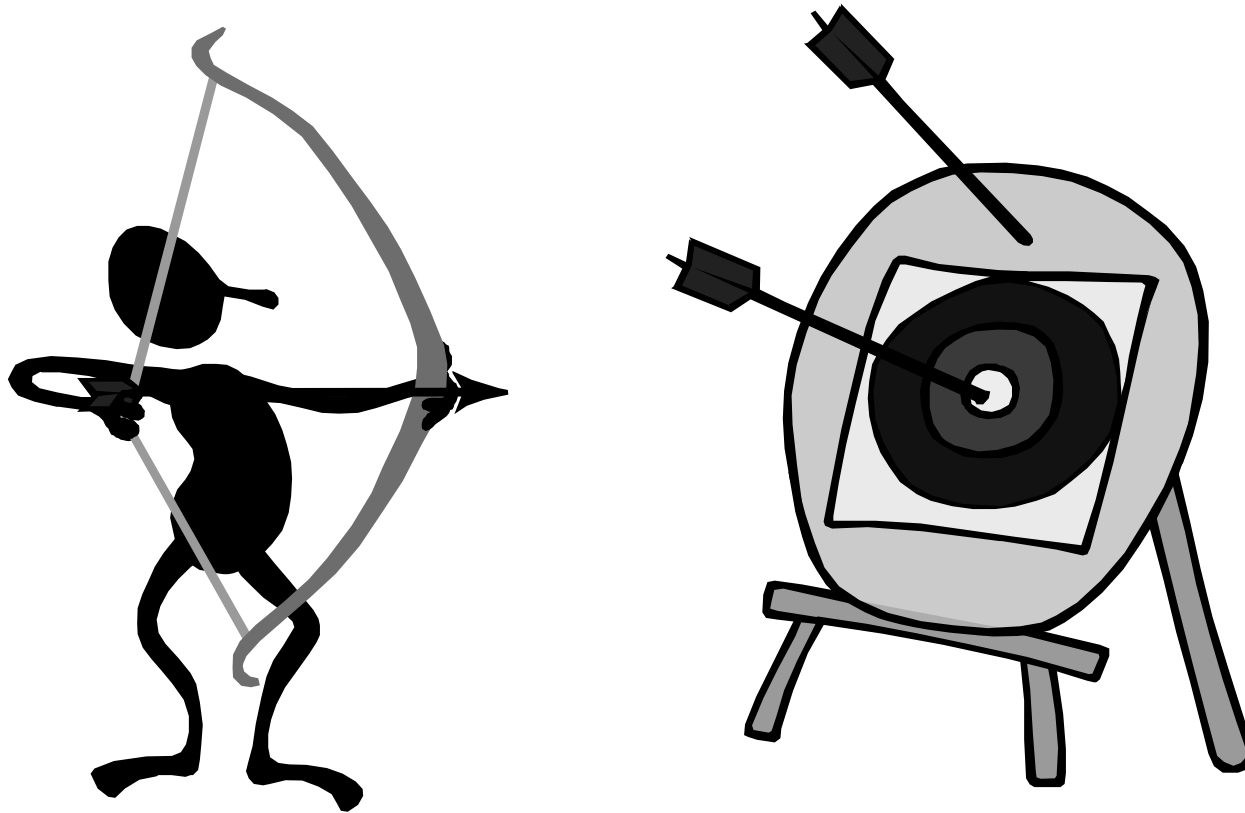


Where are we  
now?

# Developing a Plan:

## Step Two

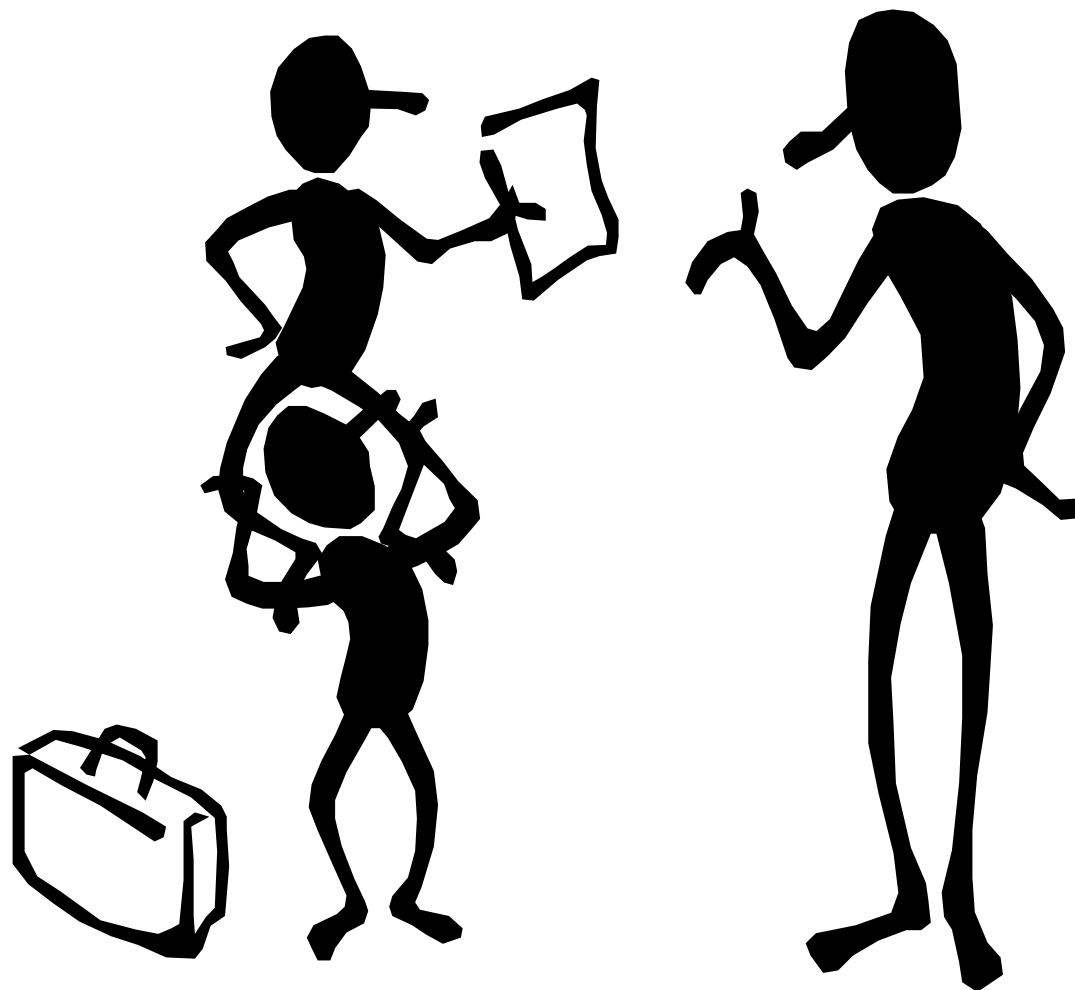
Where do we want to be?



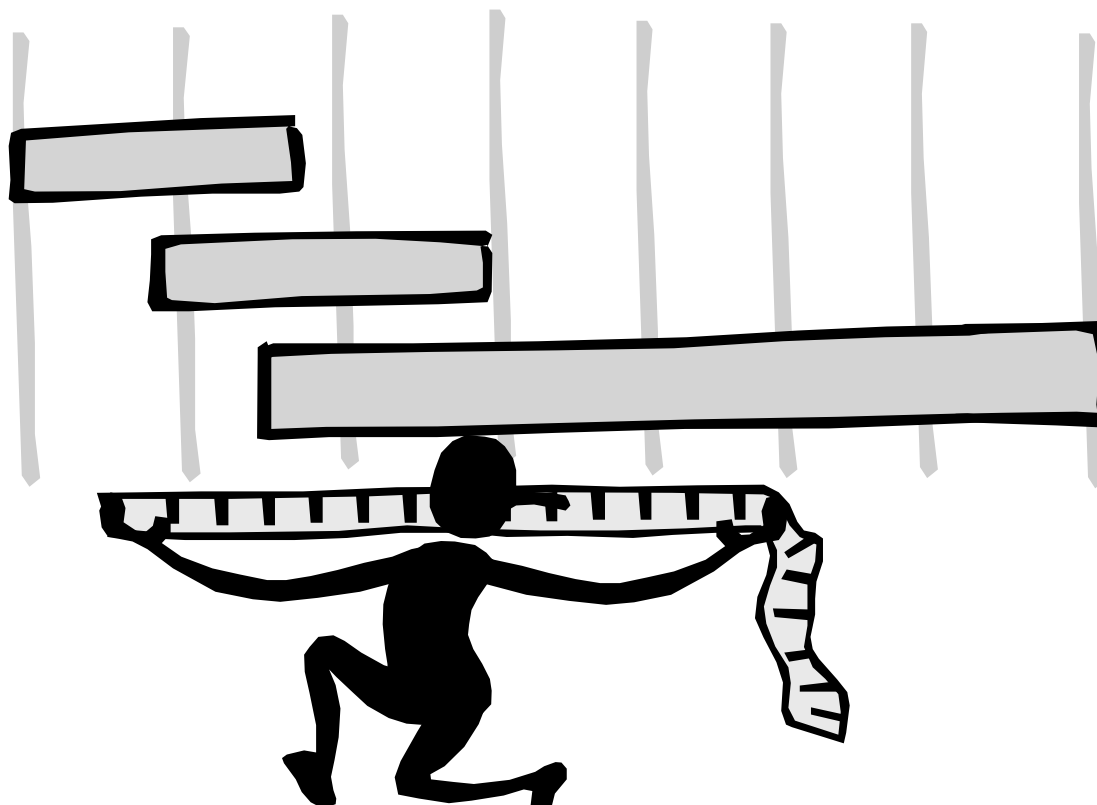


## Developing a Plan: Step Three

How will  
we get  
there?

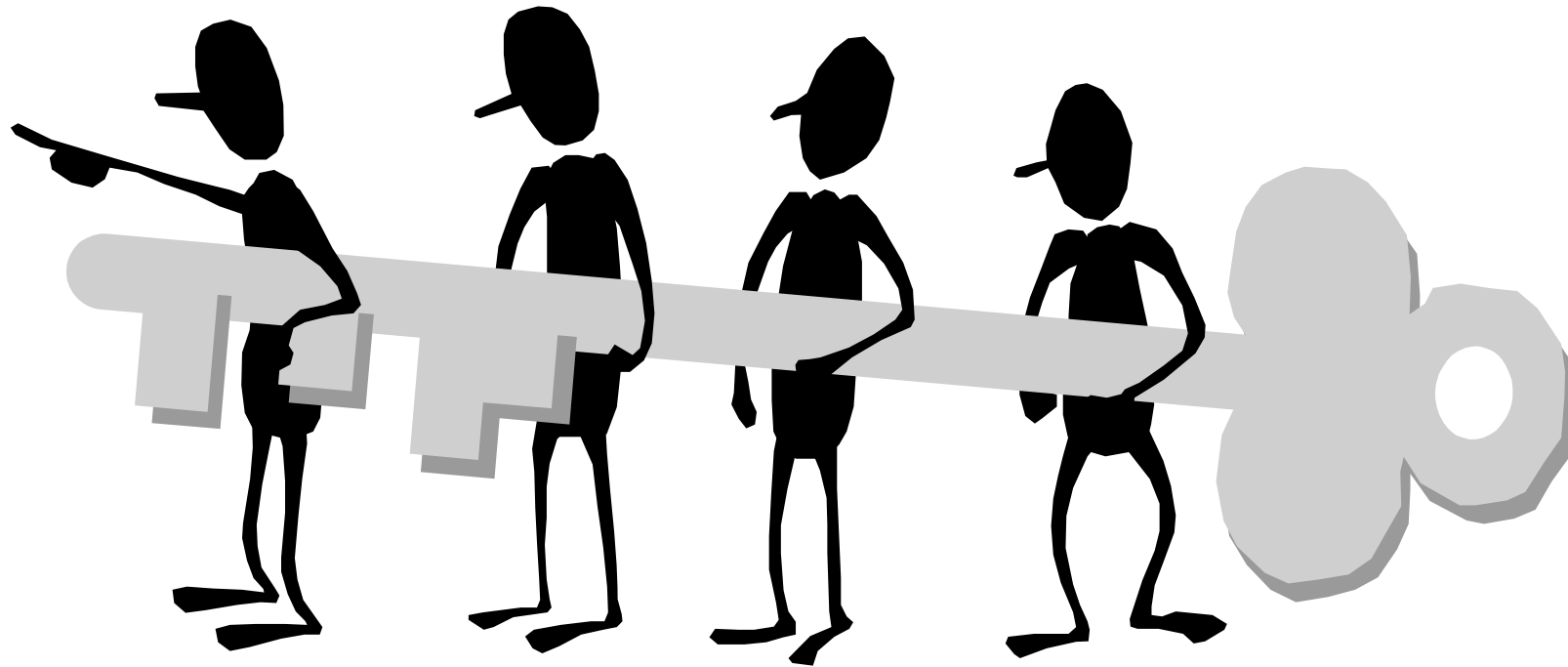


## Developing a Plan: Step Four



How will we know if  
we are there?

# Developing a Plan: Step Five



## How will we sustain it?