

## **Baby-Friendly Hospital Initiative**

### **November 9 & 10, 2015 Site Assessment for Designation**

*(CSR-NB will be the first BFHI Hospital in the central and south Texas area, and the first in the CHRISTUS System to receive the Baby-Friendly designation! This is the culmination of 8 years of work to implement research-based best practices for mothers and infants.)*

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

- The Baby-Friendly Hospital Initiative Infant Feeding policy can be found:
  - Notebook at Nurses' Desk on Birthing Unit
  - Notebook in Tammy's office
  - Notebook in Kathy's office
  - Copies have been provided to all physicians, nurses, and administrators
  - Is attached to this email
- BFHI Infant Feeding policy orientation is provided to all new staff and physicians.
- Covers all infants born at CSR-NB, regardless of feeding choice.
- Promotes, protects, and supports exclusive breastfeeding.
- Provides one-on-one teaching for safe artificial infant milk preparation and storage.

#### **STEP 2: Train all health care staff in the skills necessary to implement this policy.**

- All nursing staff has completed 20 hours of online didactic training, 5 hours of hands-on competency training.
- All physicians have been provided resources to take 4 hours of online training, with 4 free CMEs (Those who have not completed this training have been extended the opportunity to do so before December 31, 2015. Check your emails for information from Step2Education International with access and passwords.)
- New nursing staff is provided an 8 hour breastfeeding and infant feeding policy orientation within 6 months of hire.

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

- All Great Expectations prenatal classes (Prepared Childbirth, Breastfeeding Basics, Caring for Mom and Baby, Starting Solids for the Breastfed Baby, and Returning to Work) provide information on:
  - Immediate and prolonged skin-to-skin care following all deliveries.
  - Exclusive breastfeeding to 6 months.
  - Restraint in use of artificial nipples (bottles, pacifiers) until breastfeeding is well established (3-4 weeks).
  - Pacifiers are not provided to any newborn at CSR-NB.
  - Follow-up for breastfeeding mothers post-discharge which includes:
    - Project E-Latch: 5 months of ongoing email follow-up and education by IBCLC.
    - Breastfeeding Support Group: monthly meetings open to all families.

- Facebook: Private page provided by CSR system, facilitated by IBCLC.
- Out-patient consult services by RN, IBCLC with over 25 years' experience.
- Ongoing availability of RN, IBCLC by telephone and email for as long as new parents need the assistance.

**STEP 4: Help mothers initiate breastfeeding within one hour of birth—now interpreted as “Place babies in skin-to-skin contact with their mothers immediately following birth for at least one hour and encourage mothers to recognize when their babies are ready to breastfeed, offering help if needed.**

- A minimum of 60 minutes of skin-to-skin care (SSC) is necessary.
- Delay of weights, ‘eyes & thighs’ until after the first feeding or the first hour.
- Delay of infant bathing for at least 8 hours.
- Includes all normal deliveries, whether vaginal or surgical.
- SSC provided regardless of feeding method chosen.
- Instruction provided on signs of early infant feeding cues.
- If SSC is interrupted by medical necessity, it will be initiated upon mother and infant being reunited.

**STEP 5: Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.**

- Education by nursing staff and RN, IBCLC will include:
  - Importance of exclusive breastfeeding.
  - Comfortable and effective positioning and latch.
  - Maintaining exclusive breastfeeding until introduction of solid foods at ~ 6 months of age.
  - Assessment of effective milk transfer.
  - Hand expression methods, pumping techniques, and storage of expressed breast milk.
  - Sustaining lactation when mother and infant are separated and initiation of hand expression and pumping within 6 hours of delivery.
  - Safe preparation, storage and feeding of artificial infant milk when breastfeeding is not the chosen option. (Includes feeding on cue, feeding to satiety, and paced bottle feeding.)

**STEP 6: Give infants no feed or drink other than breastmilk unless medically indicated.**

- No supplementation will be given to breastfed infants (water, artificial infant milk) unless a written order is received for medical necessity, or the mother has made an informed consent after receiving teaching on negative consequences of formula use.

**STEP 7: Practice rooming-in—allow mothers and infants to remain together 24 hours a day.**

- There is no newborn nursery at CSR-NB.
- Healthy newborns are not to stay in the NICU (infection risk).
- Healthy newborns are not to stay at the Nurses' Desk (security risk).
- Staff provides assistance and education to new parents for calming the fussy infant, safe sleep options, swaddling, feeding cues, prolonged skin-to-skin, etc. to help parents cope with normal nighttime infant behaviors such as cluster-feeding.
- Healthy newborns will not be separated from their mothers except for medical procedures (X-rays, circumcisions, etc.). Lab draws will occur in the room with parental teaching given.

**STEP 8: Encourage breastfeeding on (demand) cue.**

- Staff provides parental education on:
  - Early, mid, and late infant feeding cues.
  - Feeding 8-12 times each 24 hours.
  - Signs of infant satiety.
  - Cluster-feeding behaviors.
  - NOT TIMING FEEDS.
  - Physiological size of newborn stomachs.

**STEP 9: Give no pacifiers or artificial nipples to breastfeeding infants.**

- Education given to parents includes:
  - Negative impacts of early introduction of artificial nipples (biting behaviors, sore nipples, missed hunger cues and missed feedings, long-term impact on milk supply).
  - Supplementation methods such as spoon feeding, finger feeding with periodontal syringe, cup feeding, #5 French feeding tube at breast, Supplemental Nutrition System, and gavage feeding.
  - Bottles should be the last feeding choice. Parents choosing to use bottles should be educated on paced feeding of infant in upright position.
  - Options for pacifiers and bottles after established breastfeeding and copious milk supply (3-4 weeks).
  - Painful procedures will not use pacifiers for comfort, but rather, a gloved finger of staff or parent, with or without Sweetease.

**STEP 10: Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital.**

- Project E-Latch: 5 months of ongoing email follow-up and education by IBCLC.
- Breastfeeding Support Group: monthly meetings open to all families.
- Free weight checks at CSR Breastfeeding Services

- Facebook: Private page provided by CSR system, facilitated by IBCLC.
- Out-patient consult services by RN, IBCLC with over 25 years of experience.
- Ongoing availability of RN, IBCLC by telephone and email for as long as new parents need the assistance.
- CSR Home Visit RN.
- WIC program
- La Leche League
- Resource list provided by RN, IBCLC (attached)
- Pediatrician or Family Practice physician for first visit at 2-4 days.

### **Compliance with the International Code of Marketing of Breast-milk Substitutes.**

- No company sales reps for artificial infant milk, bottles, nipples, or pacifiers are allowed onto the Birthing Unit, and none will have direct or indirect contact with mothers during their stay.
- CSR and its staff do not receive free gifts, non-scientific literature, materials, equipment, money, or support for breastfeeding education/events from industry manufacturers.
- No samples, gift packs, or coupons for artificial infant milk are provided to new families.
- All educational materials distributed to breastfeeding mothers are free from messages that promote or advertise infant food or drinks other than breastmilk.
- CSR-NB pays for all artificial baby milk and all products for feeding of such. That cost is not passed on to the new family.