

Postpartum Breastfeeding Excellence Part 2

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Breastfeeding as a Public Health Priority

Objectives:

At the completion of this unit the participant will be able to:

- Describe international strategies for increasing breastfeeding initiation and duration rates
- Describe the national public health goals related to breastfeeding
- Describe the changes in breastfeeding rates in the United States in the second half of the 20th century
- Describe the WHO-UNICEF International Code of marketing breast milk substitutes
- Describe the state and local initiatives that are relevant to participants

Introduction: Breastfeeding ...

Promotion

Efforts focus on the advantages of breastfeeding to the baby and mother. This includes dissemination of the advantages of breastfeeding in regard to the global ecology, decreased waste from bottles and diminished environmental cost of care and feeding of dairy cattle.

Introduction: Breastfeeding ...

Protection

Involves the legislative rights of women and children that enable breastfeeding. Included are maternity leaves and appropriate child care facilities. This also involves prohibiting certain marketing practices of companies manufacturing breast milk substitutes

Introduction: Breastfeeding ...

Support

Is accomplished through evidence based hospital policies, health worker practices and community programs that increase breastfeeding initiation and duration

International Goals for Breastfeeding and the Baby Friendly Hospital Initiative

The Innocenti Declaration on the protection, promotion and support of breastfeeding was produced and adopted in 1990 in Spedale degli Innocenti, Florence, Italy.

“Breastfeeding in the 1990s: A Global Initiative”

All Governments by the Year 2010 Should Have ...

- **Appointed a national breastfeeding coordinator of appropriate authority and established a multisectoral national breastfeeding committee composed of representatives from relevant government departments, non-governmental organizations, and health professional associations**

All Governments by the Year 2010 Should Have ...

- **Ensured that every facility providing maternity services fully practices all ten of the “Ten Steps to Successful Breastfeeding” set out in the joint WHO/UNICEF statement protecting, promoting and supporting breastfeeding: the special role of maternity services**

All Governments by the Year 2010 Should Have ...

- **Taken action to give effect to the principles and aim of all Articles of International Code of Marketing of Breast Milk Substitutes and subsequent relevant World Health Assembly resolutions in their entirety**
- **Enacted imaginative legislation protecting the breastfeeding rights of working women and established means for its enforcement**

Maternity Care Practices

- **All staff from MDs, nurses, radiology staff, pharmacy staff, food services and housekeeping staff will be provided with educational training of breastfeeding**
- **Maintain skin-to-skin contact with the mother to be continued right after delivery**

Providing Breastfeeding Support: Model Hospital Policy Recommendations at MCH Branch of DHHS

- **Support breastfeeding as a norm**
- **Counseling and education of women throughout their pregnancy and beyond referrals to support network upon discharge. Provide a pump when necessary to maintain milk supply at all levels of health care**

Providing Breastfeeding Support: Model Hospital Policy Recommendations at MCH Branch of DHHS

- **All perinatal and pediatric health providers to be educated and trained with current breastfeeding policies, procedures, clinical skills to assist mothers with breastfeeding initiation and maintenance**
- **Supporting the lactating mother in the workplace. In California AB1025 support Assembly Bill**

The Cochrane Review/A Comprehensive Collection of Up-to-Date information on the effects of Healthcare Interventions

- **These comprehensive changes can result in the future implementation of BFHI (Baby Friendly Hospital Initiative) designated as established by WHO/UNICEF**
- **A 2-3 day educational training program to enhance the compliance to hospital breastfeeding standards and thus increase the rate of breastfeeding**
- **Providing breastfeeding support: Model Hospital Policy recommendations for the State of CA.**

The Ten Steps to Successful Breastfeeding

- **Have a written breastfeeding policy that is routinely communicated to all healthcare staff**
- **Train all healthcare staff in skills necessary to implement this policy**
- **Inform all pregnant women about the benefits and management of breastfeeding**
- **Help mothers initiate breastfeeding within one hour of birth**

The Ten Steps to Successful Breastfeeding

- **Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants**
- **Give newborn infants no food or drink other than breast milk, unless medically indicated**
- **Practice rooming-in. Allow mothers and infants to remain together 24 hours a day**

The Ten Steps to Successful Breastfeeding

- **Encourage breastfeeding on demand**
- **Give no artificial nipples or pacifiers to breastfeeding infants**
- **Foster the establishment of breastfeeding support groups and refer mothers to them at discharge from the hospital**

National Public Health Goals for Breastfeeding

In 1978 the WHO set the goal of “health for all” by the year 2000, now resolved to the year 2010. “By 1990, the proportion of women who breastfeed their babies at hospital discharge should be increased to 75% and 35% at six months of age

National Public Health Goals for Breastfeeding

In 1984, C. Everett Koop, MD, convened the Surgeon General’s Workshop on Breastfeeding and Human Lactation to review past efforts that had been made in the public and private sector to promote breastfeeding, assess challenges, and “develop strategies and recommendations in order to facilitate progress toward achieving the 1990 objective.”

The WHO/UNICEF's International Code of Marketing of Breast Milk Substitutes

The code prohibits marketing of these products in these ways. It covers all products that can replace breast milk in part or in whole, such as artificial baby milks, cereals, teas and juices, as well as bottles and teat

It is time to make this industry respect the rules of ethics that were ratified by 118 nations

The Code Has Ten Important Provisions

- **It is forbidden to advertise breast milk substitutes in the public**
- **It is forbidden to give free samples of breast milk substitutes to mothers**
- **It is forbidden to promote breast milk substitutes in healthcare facilities, including the distribution of free or low-cost supplies**
- **It is forbidden for company sales representatives to advise mothers on their products or on infant feeding**

The Code Has Ten Important Provisions

- **It is forbidden to offer gifts or personal samples to health workers (physicians, nurses, midwives, lactation consultants, breastfeeding counselors, etc.)**
- **It is forbidden to use words or pictures idealizing artificial feeding or pictures of infants on labels of infant milk containers**
- **Information on infant feeding provided to health workers should be scientific and factual**

The Code Has Ten Important Provisions

- All information on artificial infant feeding, including that on labels, should explain the benefits of breastfeeding and the cost and risks associated with artificial feeding
- Unsuitable products, such as sweetened condensed milk, should not be promoted for babies
- Manufacturers and distributors should comply with the code's adopted laws or other legislated measures concerning the marketing of breast milk substitutes.

Full text:

http://www.who.int/nut/documents/code_english.pdf

The Healthy People 2010 Objective

**Which addresses breastfeeding was
Objective 14.9 in the topic area of Maternal
Child Health and Objective 2.11 in the
topic area of Nutrition: Model Hospital
Breastfeeding Policies State of California**

The Healthy People 2010 Objective

“Increase to at least 75% the proportion of mothers who breastfeed their babies in the early postpartum period and to at least 50% the population who continue breastfeeding until their babies are 5-6 months old.”

The Healthy People 2010 Objective

The Maternal Child Health Bureau (MCHB) and the US Department of Health and Human Services (DHHD), “Call to Action: Better Nutrition for Mothers, Children and Families”. “... to promote breastfeeding among all women to achieve the year 2010 National Health Promotion and Disease Prevention Objectives for breastfeeding and establish breastfeeding as the societal norm for infant feeding.”

Recommendations for Successful Development & Implementation of Hospital Policies on Breastfeeding

- **Create an interdisciplinary team to review and strengthen breastfeeding policies**
- **Revise hospital breastfeeding policies as they come up for renewal**
- **Review current literature to meet the breastfeeding criteria**
- **The policies developed are to be used as a guide to be adjusted to each hospital's needs**
- **Revised policies should be accompanied by staff education, patient education materials, and ongoing support and reinforcement of the new policies**