







DISCOVERY FEBRUARY 2014



- This was the easiest phase for us because we found the support letter had already been submitted by our Quality Improvement Coordinator
- We always had a lot of support from our administration

DEVELOPMENT OCTOBER 2015



CHALLENGES

- Baby Friendly USA portal
- Developing policies specific to policy tool
 - Infant Feeding Policy
 - Skin to Skin
 - Alternative Methods for Newborn Feeding
 - Medical Indications for Supplementation in the Breastfed Infant
- Revising policies that interfered with the 10 Steps
 - Hypoglycemia
- Developing staff training plan
- Developing patient education plan
- Physician support

DISSEMINATION JUNE 2016



CHALLENGES

- Implementing staff training
- Audits
 - Staff training
 - Chart audits
 - Patient- prenatal and inpatient
- International Code of Marketing of Breastmilk Substitutes

DESIGNATION MARCH 2017



CHALLENGES

- QI plan- Revising prenatal education
- More audits
- Preparing for phone interview
- Preparing for on-site assessment

STAFF PERSPECTIVE

BEFORE

- Information given to patients was inconsistent
- No policies in place for infant feeding
- Nurses did not want to change their routine
- Baby Friendly was only seen as a breastfeeding initiative, staff didn't understand the physiological benefits for mother & baby
- Felt like we wouldn't support formula feeding moms
- Care guidelines based on the most experienced nursing staff

DURING

- A few nurses started to see the benefits of the Baby Friendly Initiative
- Some of the staff did not agree with only using pacifiers for a medical indication
- Using alternative feeding methods have been an obstacle
- Some of the staff still wanting to complete routine cares in the nursery

AFTER

- Staff has a new routine now
- Staff member like the bonding time that families are able to experience
- Most of the staff like the change
- Babies are occasionally still brought to the nursery for cares

ADVICE

- Start organizing the steps in the beginning
- Get involved with "helper" groups
- Make sure all Healthcare members are educated – Pharmacy, Respiratory Therapy, Anesthesia
- Find your leaders in every area

RESOURCES

- *www.babyfriendlyusa.org
- *www.babyfriendlyusa.org/get-started/the-guidelines-evaluation-criteria
- *Facebook support group- BFHI Support Group

REFERENCES

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BINGHAM MEMORIAL HOSPITAL
Experience Bingham!

This facility upholds the World Health Organization/UNICEF

“Ten Steps to Successful Breastfeeding” published in a joint statement entitled:
“Protecting, Promoting and Supporting Breastfeeding:
The Special Role of Maternity Services”

Ten Steps to Successful Breastfeeding

*Every facility providing maternity services
and care for newborn infants should:*

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in the skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.
6. Give infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in—allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

Bingham Memorial Hospital is committed to families. This is why we support the Baby Friendly Hospital Initiative.

The Ten Steps to Successful Breastfeeding form the basis of the Baby-Friendly Hospital Initiative, a worldwide breastfeeding quality improvement project created by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF).

Baby-Friendly hospitals and birth centers also uphold the International Code of Marketing of Breast Milk Substitutes by offering parents support, education, and educational materials that promote the use of human milk rather than other infant food or drinks, and by refusing to accept or distribute free or subsidized supplies of breastmilk substitutes, nipples, and other feeding devices.