



Understanding The baby Friendly Initiative (BFI)

The 10 steps and 7 point plan to supporting breastfeeding



What is BFI?

- ♥ Part of the a wider global partnership between the World Health Organisation (WHO) and UNICEF
- ♥ Evidence-based best practice standards to support breastfeeding
- ♥ Launch in the UK in 1994
- ♥ Community Initiative 1998

Aims of BFI

'To assist health services to adopt recognised best practice standards, so that parents are supported to make informed decisions about feeding their babies'

Supports breastfeeding and parent infant relationships by working with public services to improve standards of care.

www.unicef.org.uk/babyfriendly
baby-friendly-resources/breastfeeding-resources/

Evidence-based, staged accreditation Programme

Maternity

Neonatal

Health Visiting

Children's Centres

Universities




Understanding The International Code of Marketing Breastmilk Substitutes

The usual rules governing market competition and advertising should not apply to products intended for feeding babies.

ALL Governments should legislate to **prevent commercial interests from damaging breastfeeding rates and the health of their population.**

Understanding The International Code of Marketing Breastmilk Substitutes

Aims to: Protect Breastfeeding and ensure safe bottle feeding by the restriction of marketing practices, including within the health-care system

Note: the law is significantly weaker than the International Code

Weaknesses in the UK law

Allows advertising of infant formula within the health-care system

Allows advertising of follow-on milks

Does not restrict marketing of weaning foods and drinks intended for babies under 6 months

Does not restrict marketing of bottles, teats and dummies



What are 10 Steps to Successful Breastfeeding?

Ten Steps to Successful Breastfeeding

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



What is The Seven Point Plan?

The Seven Point Plan

For Sustaining Breastfeeding in the Community

1. Have a written breastfeeding policy that is routinely communicated to all health-care staff.
2. Train all health-care staff involved in the care of mothers and babies in the skills necessary to implement the policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Support mothers to initiate and maintain breastfeeding.
5. Encourage exclusive and continued breastfeeding, with appropriately-timed introduction of complementary foods
6. Provide a welcoming atmosphere for breastfeeding families.
7. Promote co-operation between health-care staff, breastfeeding support groups & the local community.

Formula Feeding

- ♥ Provide information on choosing milks
- ♥ Making up feeds
- ♥ Helping them to feed safely and responsively

