

Reinvigoration of the Baby Friendly Hospital Initiative

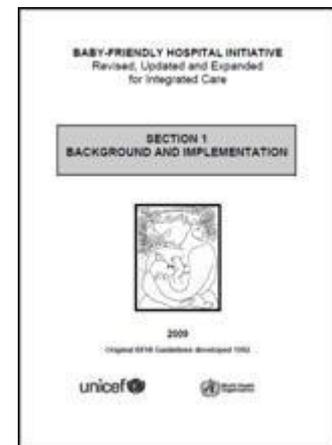
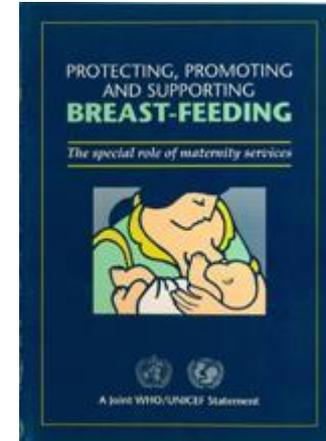
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The Baby Friendly Hospital Initiative in Latin America and the Caribbean: Current status, challenges, and opportunities

Virtual launch of a new PAHO report
April 6, 2016

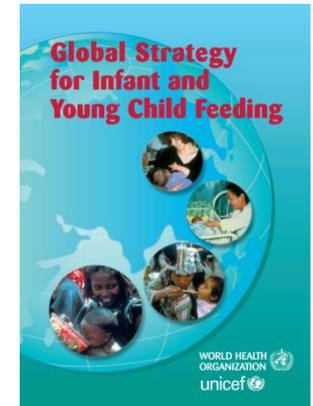
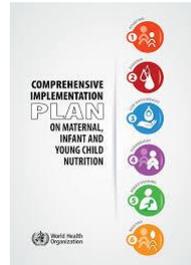
History of Baby Friendly Initiative

- *1989*: Ten Steps to Successful Breastfeeding
- *1991*: Baby Friendly Hospital Initiative launched by WHO and UNICEF
- *2009*: BFHI guidance last updated



Global Policies Supporting BFHI

- 1990 *Innocenti Declaration*
- 1992 World Health Assembly resolution 45.34
- 2002 *Global Strategy on Infant and Young Child Feeding*
- 2012 WHA nutrition targets
- 2014 Second International Conference on Nutrition – *Framework for Action*
- 2015 *Global Nutrition Monitoring Framework*



BFHI Congress 2016

- Sponsored by WHO & UNICEF
- October 24-26, 2016 Geneva, Switzerland
- Representation from all countries



Goals:

- ✓ Celebrate achievements
- ✓ Examine the current status of BFHI
- ✓ Discuss new implementation guidance
- ✓ Form regional networks

Global Assessment

- Global Nutrition Policy Review 2016
 - Past and current coverage
 - Organization of designation process
 - Funding
 - Incorporation in quality standards, policies, strategies
 - Lessons learned
- Launch in April
- Results to be released at Congress



Case-studies

- Ten-page descriptions of BFHI implementation
 - Country overview, History, Coverage, Organization, Key actors and opportunities, Funding, Lessons learned



- Spectrum of experiences
 - Inside vs. outside government
 - Stand-alone vs. integrated designation/accreditation
 - Integration of mother-friendly standards
- Working with
 - Brazil, Cambodia, Ecuador, Ghana, Ireland, Kuwait, New Zealand, Oman, Taiwan, Saudi Arabia, USA

Guidelines on the Ten Steps

- Formal WHO process for guideline development
- Updated systematic reviews on all Steps
- Looking separately at:
 - Clinical care (Steps 4-9)
 - Policy (Step 1)
 - Training (Step 2)
 - Continuity of care (Steps 3 & 10)
- Including term and preterm/LBW
- May lead to changes and reframing of Steps
- Publication in mid-2017



Country implementation guidance

- Integration of clinical steps into quality of care standards
- Accreditation standards, policies
- Sustainability—budgets, leadership
- Incentivizing practice changes (mandates, reimbursement, public recognition)
- External assessment procedures (simplifying)
- Connection to:
 - Health care provider training
 - Community support
- To be discussed at Congress



Thank you!

