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

  – 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!