

# Impact of the Baby Friendly Hospital Initiative on Breastfeeding and Child Health Outcomes

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Report Virtual Launch

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

Pan American Health Organization

April 6, 2016

# Baby Friendly Hospital Initiative

## WHO/UNICEF

**Table 1. The WHO/UNICEF Ten Steps to Successful Breastfeeding**

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 a half-hour of 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 breast milk, 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 artificial teats or pacifiers to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

\* *In practice, Step 4 now focuses more on ensuring skin-to-skin contact between mother and infant immediately after birth.*

# Baby Friendly Hospital Initiative Global Analytical Overview

Pérez-Escamilla et al (*Amer J Public Health*, 1994)

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- Examine impact of BFHI on BF outcomes
- N=18 experimental or quasi-experimental studies
- Evidence of impact
  - Free formula at hospital discharge
  - Rooming-in
  - BF counseling in maternity ward

# Baby Friendly Hospital Initiative

## Global Analytical Overview

Pérez-Escamilla et al (*Amer J Public Health*, 1994)

- Well designed studies are needed to understand:
  - The combined synergistic impact of all BFHI steps combined
  - The independent impact of pre-, peri- and post-natal steps

Review Article

© 2016 John Wiley & Sons Ltd *Maternal & Child Nutrition* (2016)

## Impact of the Baby-friendly Hospital Initiative on breastfeeding and child health outcomes: a systematic review

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Available at no cost at: <http://onlinelibrary.wiley.com/doi/10.1111/mcn.12294/abstract>

Funding: Centers for Disease Control and Prevention (CDC)

# Questions

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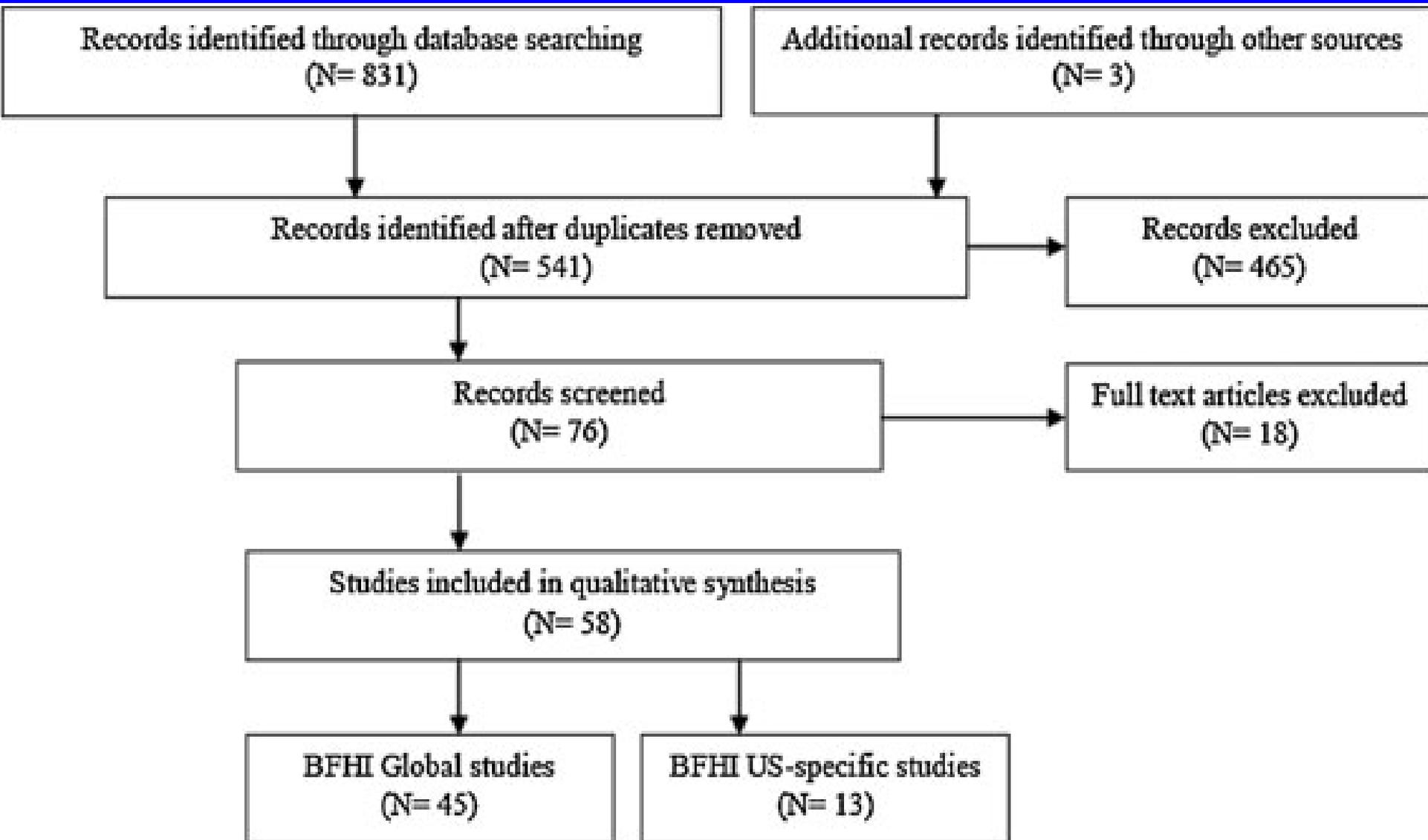
- ¿What is the impact of BFHI on BF and child health outcomes?
- ¿What role does step 10 (community support) plays on BFHI impacts?

# Methods

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- Experimental, quasi-experimental and observational studies
  - Full or partial implementation
  - Healthy mothers with healthy newborns
  - BF and/or infant health indicators
- Electronic bases: MEDLINE, EMBASE, Global Health, CINAHL, PUBMED and Web of Science
  - Inception thru December 2012

# Articles identified



# Study Designs

Design	# of Articles
Experimental	9 articles (3 studies)
Quasi-experimental	
With comparison group	4 articles
Without comparison group	14 articles
Observational	
Prospective	11 articles
Cross-sectional\retrospective	20 articles
Total	58 articles

# Conclusions

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- Adherence to the Ten Steps increases duration of EBF and any BF
- There is a dose-response relationship between the number of steps moms are exposed to and their BF success
- Community support (Step 10) is key to sustain BFHI BF impacts in the longer term
- Avoiding in-hospital formula supplementation (Step 6) is key for BF success
  - Likely to reflect that rest of steps are well implemented
- BFHI leads to ↓ in GI and atopic eczema as well as ↑ intellectual development

IBFAN  
WABA

Advocacy

Political  
Will

MATERNITY  
LEAVE  
WORK DAY  
BREAKS  
WHO CODE

Research &  
Evaluation

Coordination  
Goals &  
Monitoring

Legislation  
& Policies

MEDIA  
BF WEEK

Promotion

Training &  
Delivery

BFHI  
COMMUNITY

BFHI  
COMMUNITY





## No parque, para o deleite materno

Elas quiseram chamar a atenção para a casa que defendem: o aleitamento materno, uma prática a que muitas mães brasileiras ainda não dão o devido valor, seja por ignorância, preguiça, ou mesmo por questões estéticas. Mais de mil mulheres (segundo os organizadores) tiveram vontade de participar ontem da amamentação coletiva, realizada no Parque Municipal Roberto Mário Santini, na Praia do José Menino, em Santos.

# Global Strategy for Infant and Young Child Feeding

World Health Organization  
unicef

## LA INICIATIVA HOSPITAL AMIGO DEL NIÑO

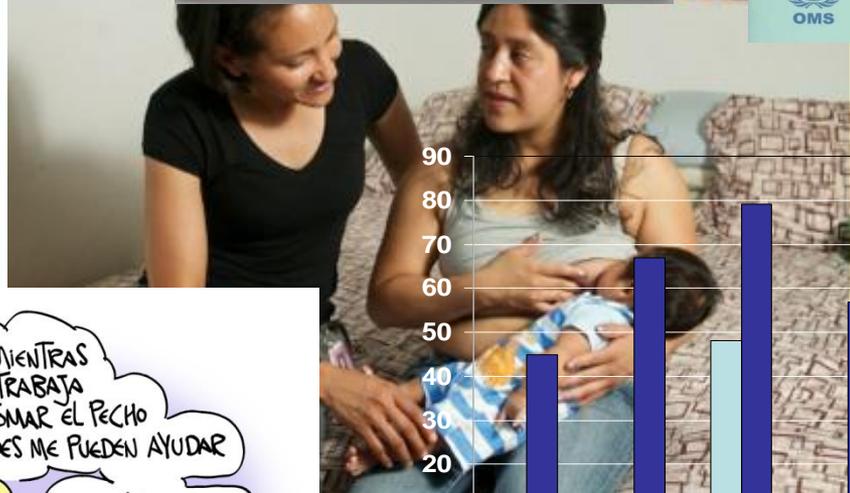
### MÓDULO 1 y 2

OMS  
Organización Panamericana de la Salud  
unicef  
Oficina Regional de la Organización Mundial de la Salud

## Código Internacional de Sucedáneos de la Lactancia Materna y Resoluciones relevantes

Compilación y versión original en idioma inglés por ICDC  
Centro Internacional de Documentación del Código  
IBFAN Penang, Malasia

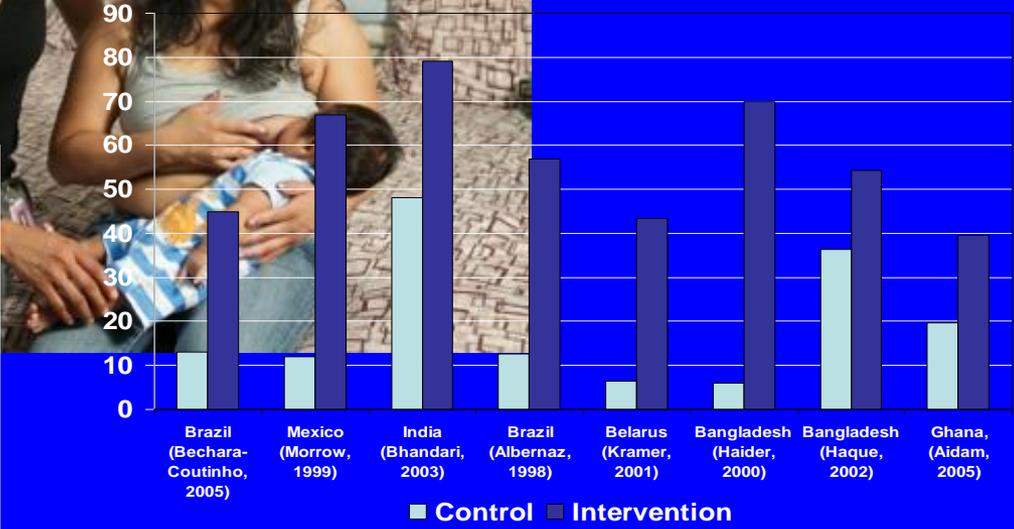
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TAMBIÉN MIENTRAS MI MAMA TRABAJA YO QUIERO TOMAR EL PECHO ...Y USTEDES ME PUEDEN AYUDAR

¡ AQUÍ LES CUENTO CÓMO HACERLO!

© SANDRA



“Breastfeeding is the most effective preventive measure to improve child health and survival”

*World Health Organization, 2010*



**GLOBALLY,** ESTIMATED COSTS  
ASSOCIATED WITH  
NOT BREASTFEEDING AMOUNT TO

**\$300**  
BILLION ANNUALLY



2016 BF  
Lancet Series

**WOMEN ARE 2.5 TIMES**  
MORE LIKELY TO BREASTFEED WHERE IT IS



**PROTECTED**



**PROMOTED**



**SUPPORTED**