

THE BABY FRIENDLY INITIATIVE: 10 STEPS TO SUCCESSFUL BREASTFEEDING AT ASPH

1. Have a written breastfeeding policy

<http://trustweb.asph.nhs.uk/guidelines-maternity/wp-content/uploads/sites/140/2022/06/Infant-Feeding-Guideline-Jun-2022.pdf>

2. Train all healthcare staff to be able to support breastfeeding

- Maternity Matters
- BFI study Days
- Email e.jennis@nhs.net for infant feeding training

3. Inform all pregnant people about the benefits and management of breastfeeding

- Conversations in pregnancy
- Antenatal classes/ workshop
- Collect colostrum from 36 weeks

4. Help birth parents initiate breastfeeding after birth

- Immediate and uninterrupted skin to skin for at least 1 hour, until after the first feed or for as long as the parent so wishes.
- Prolonged skin to skin after interventions.
- Hand expressed colostrum within 1 hour/ every 2-3 hours for all babies **especially** reluctant feeders and vulnerable babies

5. Show parents how to breastfeed and how to maintain lactation even if they are separated from their babies

- Feeding Management Pathway
- Feeding updates
- Milk as Medicine: pump + hand express within 1 hour of birth and then at least 8 times in 24 hours including once overnight.

6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.

- Feeding Management Pathway
- Additional colostrum between feeds/ every 2-3 hours until milk comes in.
- Hypoglycaemia pathway if no available colostrum

7. Practice rooming in, allowing parents and babies to stay together 24 hours a day

- Maintain baby well being, prevent avoidable separation
- early, effective feeding
- additional colostrum between feeds
- keep babies warm in skin to skin

8. Encourage responsive breastfeeding

- Mum matters too. You cannot overfeed a breastfed infant, you cannot spoil a baby.
- Prolonged skin to skin

9. Give no artificial teats or dummies to breastfeeding infants

- Syringe/ cup feeding parent guide and competency
- Vulnerable Baby feeding leaflet for managing modified responsive feeding

10. Identify sources of national and local support to breastfeeding and ensure parents know how to access these prior to discharge from hospital

- Feeding leaflets
- ASPH webpage

INTERNATIONAL CODE OF MARKETING BREASTMILK SUBSTITUTES (WHO)

- No promoting or advertising formula, teats or dummies within our Health Care System.
- Sign post parents to First Steps Nutrition for impartial, fact based advice on safe formula feeding