



Office of Clinical and Preventive Services
Division of Clinical and Community Services



2019

**NATIONAL
&
COMMUNITY-BASED
SERVICES**

CONFERENCE

Northern Navajo Medical Center: Baby Friendly Hospital Initiative

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objectives

- Provide an overview of the Baby Friendly Hospital Initiative (BFHI)
- Describe best practices used by Northern Navajo Medical Center (NNMC) to implement the BFHI successfully
- Discuss the role of feeding support for mothers and babies
- Develop strategies to promote a healthy start for all babies & families

Bfhi-global

- “Every infant and child has the right to good nutrition”
- Optimal breastfeeding:
 - Lowers mortality & morbidity
 - Reduces risk of chronic disease
 - Fosters better attachment & development

(WHO, Feb 2018)



Bfhi-u.s.a.

- Baby-Friendly USA

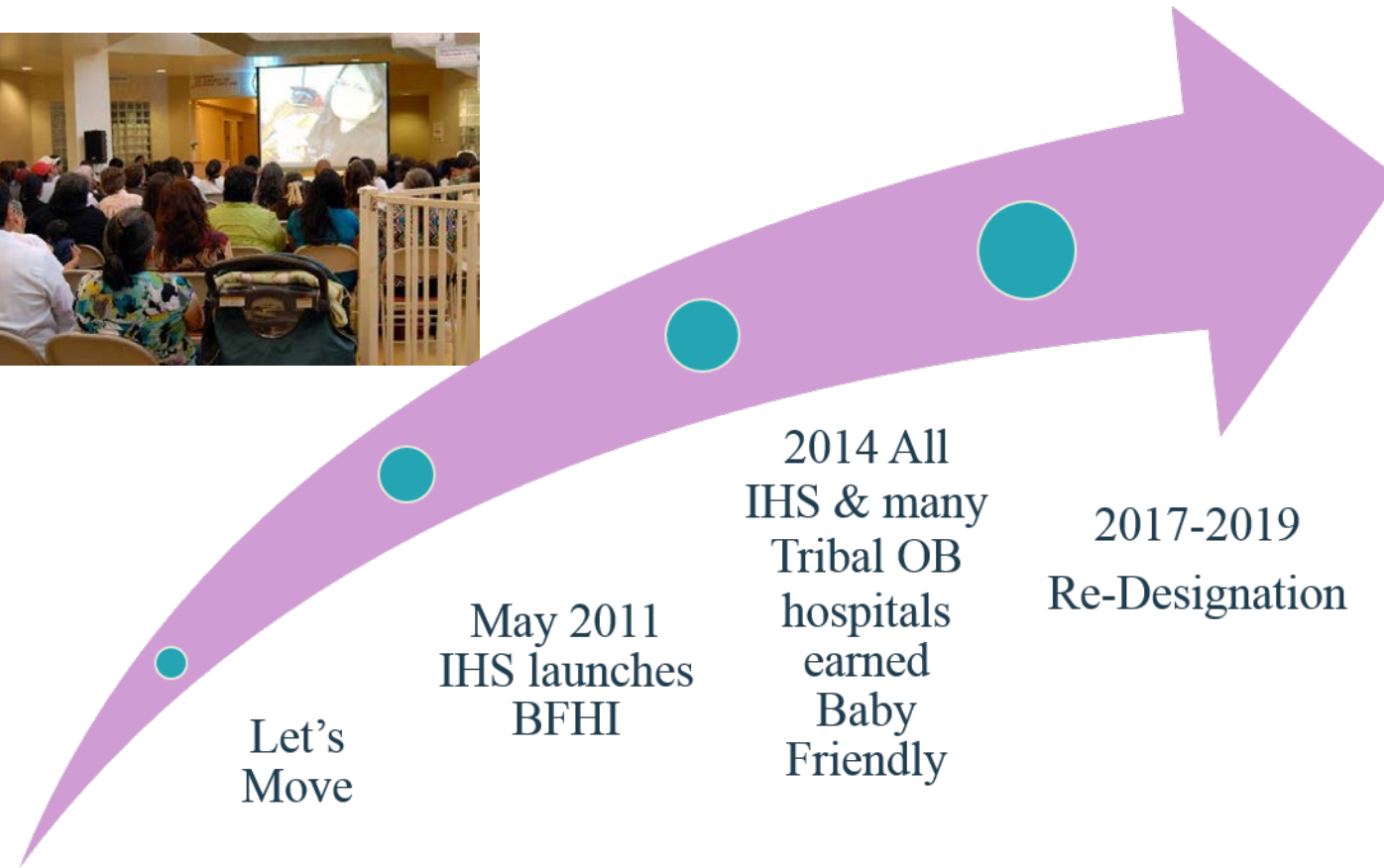
- Accrediting body of BFHI in the U.S.
- Best practice infant feeding care



- Philosophy & Approach

- Direct breastfeeding as optimal infant feeding for healthy, term babies
- Protect families during birth from commercial interests
- Inform all mothers about breastfeeding & respected to make her own decision

Bfhi-I.H.S. & srsu-nnmc



*Creating the
healthiest start
for all children*

BFHI: what does it look like?

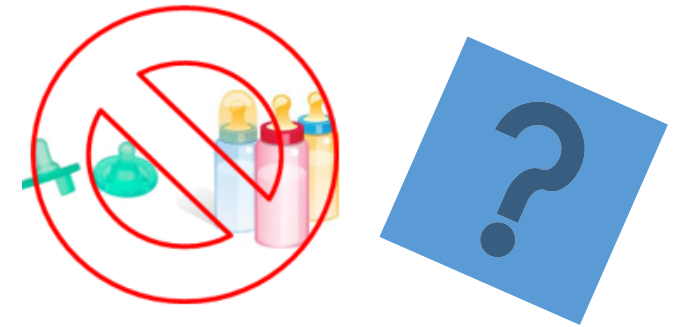
The Ten Steps to Successful Breastfeeding

1. Policy
2. Staff training
3. Prenatal education
4. Early feeding initiation
5. Teach breastfeeding and hand expression
6. Avoid routine breastmilk supplementation
7. Rooming-in
8. Avoid pacifiers & artificial nipples for breastfeeding babies
9. Community support



Bfhi-What about formula?

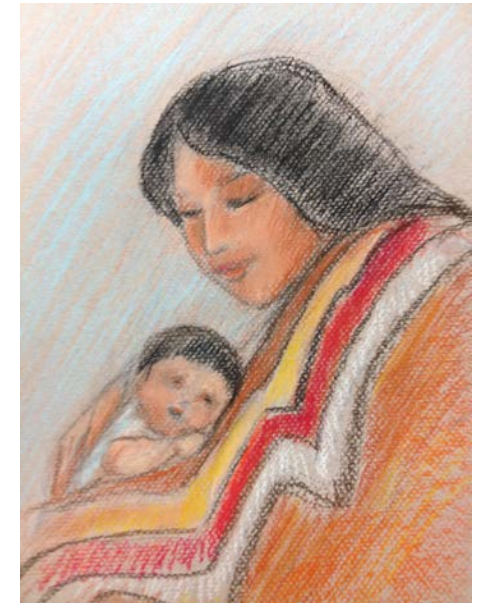
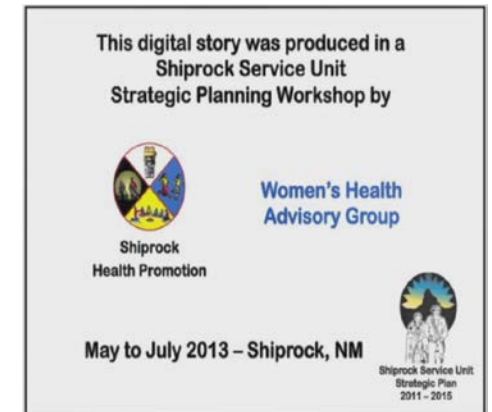
- The BFHI follows the International Code of Marketing of Breast-milk Substitutes
- Thus Navajo Area facilities are prohibited from
 - Accepting free or discounted infant formula
 - Providing free samples of formula, bottles, or nipples
 - Advertising or promoting breast-milk substitutes



- So do we give formula? YES!
 - Family makes an ***informed*** choice to formula feed
 - Medically indicated
 - Educate on proper preparation, feeding & hygiene per the WHO guidelines

Steps 1 & 2 Policy and Training

- The BFHI policy details the practices implemented across certified service units (all of Navajo Area)
- ALL permanent staff receive an initial BFHI training
 - Direct maternal-child healthcare staff receive additional hands-on training
 - All employees receive regular review & updates
- Provides consistent education & support for families



Step 3 Education & Support

- 1st visit
- Prenatal Education Packets
- Child birth classes
- Games & incentives
- Posters, interactive activities, celebrations
- Lactation consults
 - IBCLC, CLC, CLE
- Public Health Nursing referrals



BENEFITS OF BREASTFEEDING

BENEFITS FOR THE FUTURE

- ✓ Breastfeeding may mean fewer weight problems and less diabetes for the next generation.
- ✓ Breastfeeding means stronger and wiser leaders for the challenges of the future.
- ✓ Breastfeeding is a message of hope for our tomorrow through respect and Ke'.

BENEFITS FOR BABY

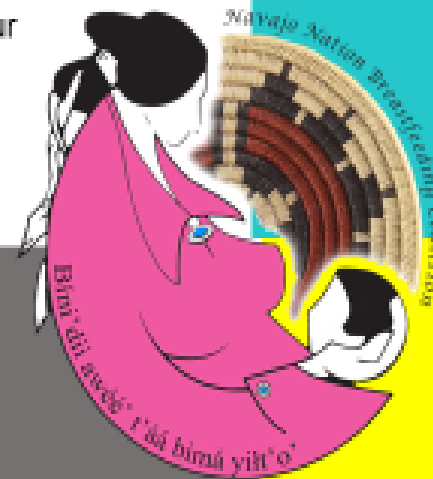
- ✓ Mother's milk protects babies from ear infections, diarrhea, colds, and flu.
- ✓ Mother's milk may protect from obesity and so reduce the risk of diabetes.
- ✓ Mother's milk is easily digested.
- ✓ Mother's milk changes as the baby grows and nutritional needs change.
- ✓ Mother's milk is always ready and the right temperature.

BENEFITS FOR THE COMMUNITY

- ✓ Breastfeeding saves valuable natural resources and keeps our environment clean.
- ✓ Breastfeeding means fewer health care dollars will be spent on illness.
- ✓ Breastfeeding reduces time lost from work and school because of illness.
- ✓ Breastfeeding honors our heritage and traditions.

BENEFITS FOR MOM

- ✓ Breastfeeding is convenient.
- ✓ Breastfeeding shrinks the uterus and helps stop bleeding after birth.
- ✓ Breastfeeding means less risk of breast and ovarian cancer for moms.
- ✓ Breastfeeding may help moms return to pre-pregnancy weight more quickly.
- ✓ Breastfeeding helps mother and baby bond.



Steps 4-9 Hospital practices

- Education into Action
- Changing the norm
- Feeding on cue
- When baby is born:
 - Extended Skin-to-skin
 - Delayed baths & weights
 - Reinforce prenatal teaching



Skin-to-skin & rooming-in

- Step 4- Skin to Skin

- All moms & babies
- Individualized care



- Step 7- Rooming-in

- 24/7 LDRP rooms
- Patient centered care

❤️ *Bonding and learning together* ❤️



Helping moms and babies

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Position & Attachment



Expressing Breastmilk



Feeding on Cue

Helping moms and babies

- Step 6- Formula use
- Medical indications
- Maternal request
 - Explore & support
 - Promote & protect
 - Respect her informed choice
- Education
 - Individualize
 - Reduce risks of illness/infection

Step 9- Pacifiers & artificial nipples



Breastfeeding Support

- Comes from many places
 - Family wisdom/norms
 - Community & society norms
 - Healthcare team support

*You may be surprised at
how your actions
may impact a mother's journey*



Bfhi- Best practice

- Find ways to build bridges → → →



Ambulatory Care

- OB
- PEDS
- FM
- OR

Inpatient Care

- OB
- PEDS
- FM
- OR
- M/S
- ICU
- Support Services

Community Care

- PHN
- Tribal
- Home visiting
- Schools
- Business

Step 10- Community

- Breastfeeding Task Force
- PHN referrals for all moms/babies
- Community outreach & awareness



**BREASTFEEDING
RESOURCE GUIDE**

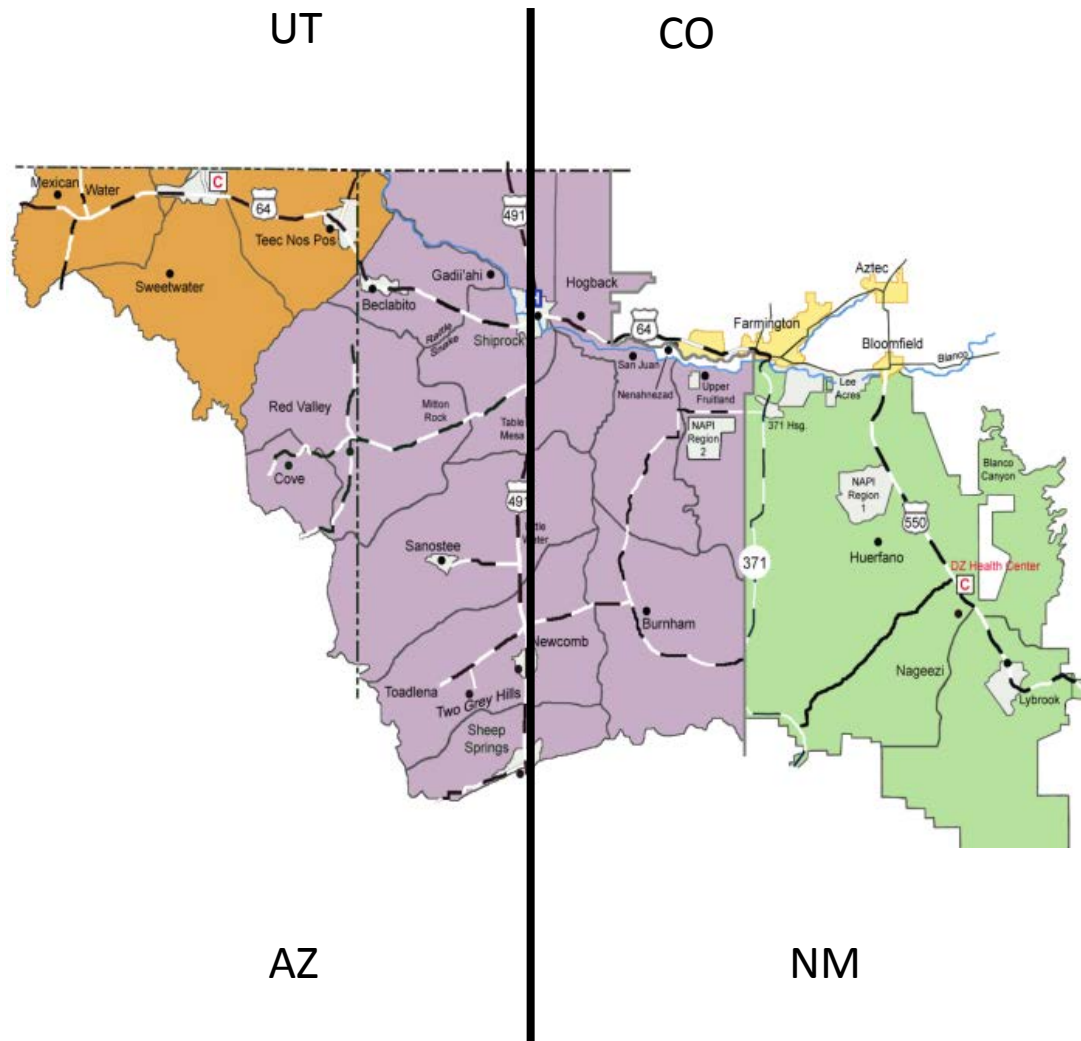
Northern Navajo Medical Center
Is a Certified
BABY FRIENDLY® hospital!
February 2018

Breastfeeding Task force

- Multidisciplinary
- Advocate for moms & babies
- Support where they are
- Engage families, elders, youth



Public health nursing



SRSU PHN map

- 30 Navajo communities across NM, AZ, part of UT
- NNMC- 10 PHNs, 2 Nurse Specialists
- FCRHC- 4 PHNs
- DZHC- 1 PHN

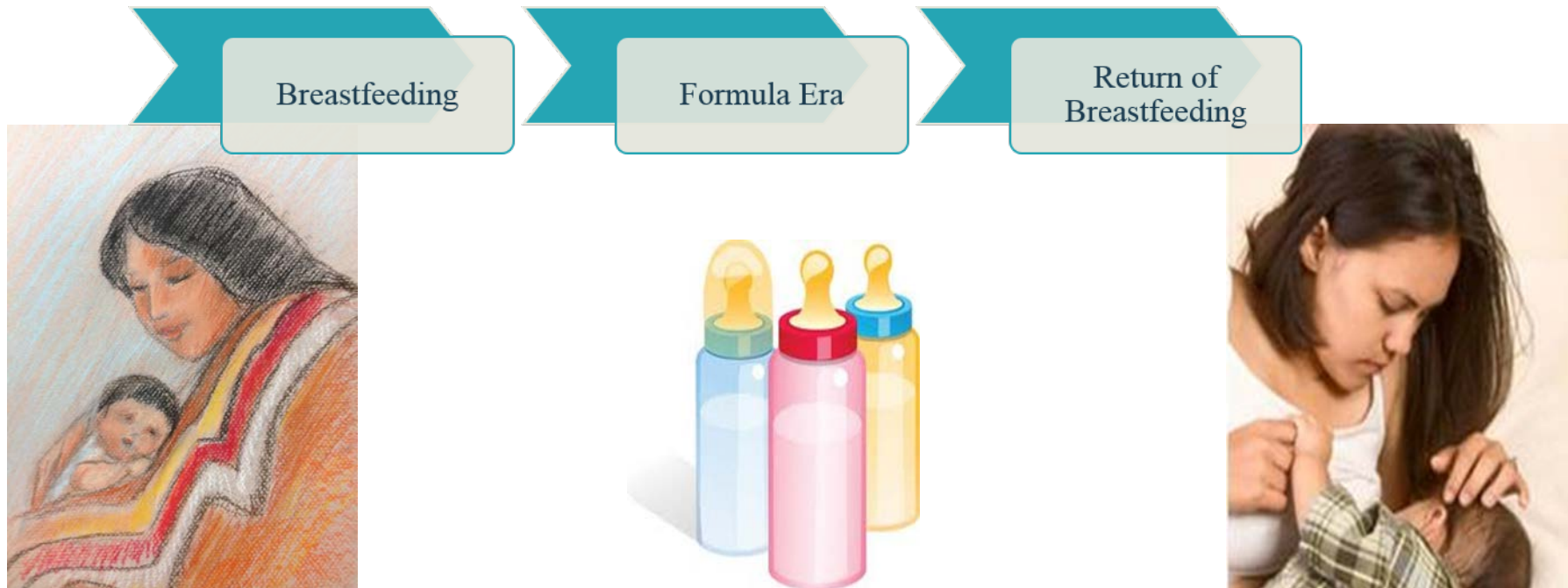
PHN BREASTFEEDING SUPPORT

- Prenatal breastfeeding education, using Baby Friendly packets
- Routine PHN home visit referral for all moms & babies at discharge
 - To PHN for their community
 - To PHN-Nurse Lactation Educator/ IBCLC if high risk mom or baby
- Participate in community outreach and Baby Friendly activities



Normalizing breastfeeding

- In the beginning, all babies breastfed
- Many factors combined to create a formula norm
- Education & Support increase the choice & success of breastfeeding



Why support & educate?

- Traditional feeding method
- Facts for all feeding methods guides an informed choice
- Safe & supportive environments for families encourages:
 - Bonding → strong, resilient families
 - Positive health outcomes → less time, energy, & dollars spent on treatment → more time on school, work, & play!



Normalize breastfeeding

Breastfeeding support

- What can I do???
- Take home ideas...



Small group exercise

Brainstorming & Consensus

- Everyone gets ½ sheets/post-its and markers
- 3min individual brainstorming on ½ sheets of paper
 - action items to meet the goal
 - 3-5 ideas
- 5min group discussion
 - Compare & select top 3-5 ideas
 - Arrange on wall for sharing

The 5 Why's???

- Each group gets a piece of easel paper
- Draw a tree on it with the goal written among the branches
- Use “roots” as the “Why?”, keeping asking “why” until you reach actions that can be accomplished and will impact the goal

references

- Baby Friendly U.S.A.a (2019). Home. Retrieved from <https://www.babyfriendlyusa.org/>
- Baby Friendly U.S.A.b (2019). 10 Steps & International code. Retrieved from <https://www.babyfriendlyusa.org/facilities/practice-guidelines/10-steps-and-international-code/>
- World Health Organization (Feb 2018). Infant and young child feeding. Retrieved from <https://www.who.int/en/news-room/fact-sheets/detail/infant-and-young-child-feeding>