

Issue 45
May 2012



THE NEWSLETTER OF THE BABY FRIENDLY INITIATIVE IN IRELAND

BFHI LINK

Congratulations

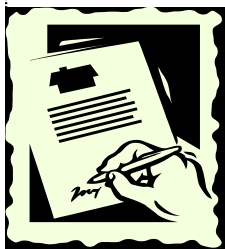
New designation as a Baby Friendly Hospital for Midland Regional Hospital Mullingar Midland Regional Hospital Portlaoise and re-designation for Galway University Hospital

There are many challenges in the health service environment however these hospitals show that supportive practices can be implemented and sustained. Mullingar and Portlaoise also received Bronze level Breastfeeding Supportive Workplace Awards. Congratulations to all.

Evaluation of your 2011 Action Plans
and Action Plans for 2012 were due by
the end of April.
Are yours submitted?
Queries or need help?
Contact the BFHI Coordinator.



The Health Service Executive, *Infant Feeding Policy for Maternity and Neonatal Services* was approved by the National Director, Integrated Services Directorate, National Director, Clinical Strategy & Programmes, and Regional Director of Operations, HSE on January 24, 2012.



This policy is expected to be the standard practice in all relevant services if not already in place. The approved policy is the same as the draft policy that many services are using since November 2009.

The policy can be downloaded at www.breastfeeding.ie/policy_strategy and at

www.ihph.ie/babyfriendlyinitiative/resources.htm

An audit process to accompany the policy is in development. Audit of practices for BFHI and for the policy are similar and a separate audit is not necessary.

Look inside this issue:

Reports of 2011 hospital Action Plans
AAP Updated statement
Principles versus Techniques of positioning
News and Updates: new resources to download
Parents' Handout: Crossword to fill in





Reports from 2011 Action Plans

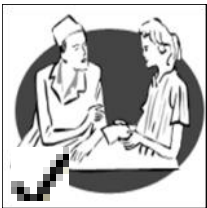
Designated link team to share the responsibility of upholding BFHI standards

Our Lady of Lourdes Hospital Drogheda

We established the BF link group to share the responsibility of upholding BFHI standards and practices among all staff. Each area has a designated person to attend meetings who coordinates with us regularly to help filter information through to all ward staff. Each Link person is required to have completed the 20 Hour B/F (BFHI Standard) course and participation is on a voluntary basis. We felt this is important as the link person is supportive and enthusiastic in their approach and provides good leadership for their colleagues arising from their special interest in BF. Support materials are provided to each link person to take back to her area and share with colleagues. Initially each area receives a folder of photocopied material, most of which we take from BFHI LINK editions in support of the 10 Steps to Successful Breastfeeding and a copy of HSE Infant Feeding Policy with sign sheet is also included to ensure easy access at ward level for staff to peruse at their convenience. Meetings are held every 6-8 weeks and are on-going.

Brenda Pieper-Callan & Geraldine Gordan, IBCLC Parentcraft

Like to share your activities too?

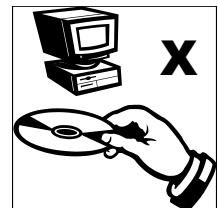


Mother's Milk is the recommended practice

Therefore, pregnant women and new mothers should not receive routine instruction on making up artificial feeds. Mothers who have received and discussed information and made a decision to artificially feed may need assistance in learning how to prepare and give artificial feeds safely.

This learning about using feeds should be postnatal and provided one-to-one or in small groups (2-3) to meet the family's individual needs and help reduce the risks to the baby. Giving parents a DVD and hoping that they pick up enough information from this on their own is not good practice.

Refer to BFHI Link Issue 43, Sept 2011 for the topic of what to discuss when a mother is considering not breastfeeding.



Updated statement from the American Academy of Pediatrics (AAP)

The 2005 statement on breastfeeding and the use of human milk from the AAP is widely quoted and therefore this 2012 update will be useful. This statement:

- recommends six months exclusive breastfeeding and continued with complementary foods for one year or more,
- states that breastfeeding is an investment in short and long term health,
- highlights that medical contraindications to breastfeeding are rare, and
- takes the practices of the BFHI and the WHO growth curves as the standard,
- calls on employers to facilitate maintaining lactation after returning to the workplace.

The policy statement calls on paediatricians to be "advocates of breastfeeding and thus they should be knowledgeable about the health risks of not breastfeeding, the economic benefits to society of breastfeeding, and the techniques for managing and supporting the breastfeeding dyad".

The statement and its references can be downloaded for free and widely shared <http://pediatrics.aappublications.org/content/early/2012/02/22/peds.2011-3552>



Principles versus Techniques of positioning and latching

Principle: basic assumption, an important underlying law or assumption required in a system of thought.

Technique: procedure, skill, or art used in a specific task; the way in which the basics of something such as an artistic work or a sport are treated.

Understand the principles of positioning and latching so that you can assist the mother and baby to find techniques that suit them in a situation.

Principles

To self attach and feed well the baby needs to be in a position that is:

- **Close:** so that the baby can easily reach the breast and take a large mouthful without straining baby's neck, and mother is comfortable and relaxed, not hunched over and straining her back and neck. Remove blankets, arms or other barrier between baby and mother.
- **Facing the breast:** so that the baby does not need to hold her/his neck at a twist to reach the breast. The baby may rest on mother's arm slightly turned on his/her back and able to see mother's face.
- **Straight:** so that the baby's body is not twisted or bent. Baby's ear, shoulder and hip in line.
- **Stable (supported):** so that the weight of her/his body is supported at the shoulders and hips and the baby can freely move their head without restriction. Many babies like their feet to be touching something rather than hanging in mid-air.

Techniques

There are many different techniques or procedures used to achieve an appropriate position. These include:

- cradle hold,
- cross-cradle hold,
- football or underarm hold,
- Australian hold,
- laid back breastfeeding,
- Biological Nurturing® (registered trademark),
- baby-led breastfeeding,
- and others.

Some techniques may be publicised as the best or the solution to problems and marketed through materials and speakers. What techniques are in the materials that you give to mothers?

Putting into Practice

- Explain the principles
- Offer a few techniques
- Let the baby and mother find ways that suit them in various situations

There is no "one best way". A baby and mother may find lying down on their side useful at night and find sitting up with baby's bottom on mother's thigh useful when out and about - or many other variations. Consider the underlying basics when offering a technique.

More thoughts

Breastfeeding counsellor talking about helping the baby to take the lead in positioning and latching.
<http://www.motheringtouch.ca/node/66>
 Your Baby the Mammal www.normalfed.com

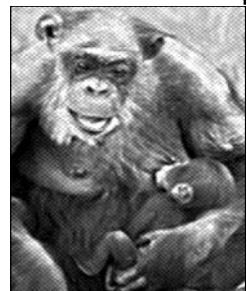
Humans are mammals too

The natural instinct for an adult is to hug a baby against our body, chest to chest, upright and supported across the shoulders and back. This is the natural habitat for a baby human or gorilla or other carrying mammal.

Like other baby mammals, human babies held in this position, and hungry, will move themselves looking for the breast and a good position.

The baby will tip their head back and use their mouth and chin to feel for the areola and its distinctive smell. The baby will open his/her mouth wide and latch on with the chin touching the breast first. The chin touching helps the baby to feel stable.

The baby leads the positioning and latching and the mother supports - rather than the mother in control and trying to make the baby conform to a technique.

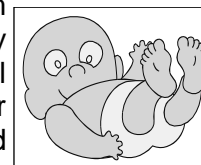


NEWS and RESOURCES



Free independent evidence based information and resources about the importance of good nutrition from pre-conception to 5 years is available at www.firststepsnutrition.org Updated *Infant Milks in the UK* report published by First Steps Nutrition Trust is aimed at health professionals and provides independent information on the composition of infant milks available for sale in the UK and summarises some of the key issues related to milks for infants. Also downloadable is a practical healthy eating guide for pregnant teenagers.

Infant Sleep Information Source (ISIS) is a collaboration between Durham University Parent-Infant Sleep Lab, La Leche League, NCT, and UNICEF UK Baby Friendly Initiative, funded by a grant from the ESRC (Economic and Social Research Council). Their web site <http://www.isisonline.org.uk/> provides info for parents and health professionals on “normal sleep” - which is biologically expected for infants. Reviews sleep training methods, where babies sleep, research on baby sleep and much more.



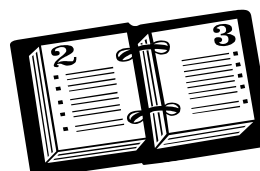
BLISS premature babies resources for parents and health professionals are now free to download. <http://www.bliss.org.uk/order-publications/#hp> Including Polish, French, Portuguese parent info.

State of the World’s Mothers Report 2012 from Save the Children. Go to page 43 to see Ireland’s ranking. www.savethechildren.org



A tale of Two Births: The baby friendly rap
A wonderful lively rap from the US about why BFHI practices make a difference. Enjoy and share.

<http://www.breastfeedingor.org/about/rap>
also on You Tube <http://www.youtube.com/watch?N9KptD3t110&feature=youtu.be>
Great for antenatal waiting area. (3.5 minutes)



Diary Dates

July 25-29th **International Lactation Consultant Association Annual Conference**, Orlando, Florida. Contact: www.ilca.org

July 29th **All about Baby Fair**, Tallaght. Friends of Breastfeeding. (Code compliant) www.allaboutbabyfair.com

Aug 1st-7th **World Breastfeeding Week: Understanding the Past-Planning the Future**. <http://worldbreastfeedingweek.org>

Sept 29th **Association of Lactation Consultants in Ireland, Annual Conference**. Maynooth. www.alcireland.ie or alci@iol.ie

Sept 29th **Quintessence Breastfeeding Challenge** in venues around Ireland and worldwide.

Oct 1st-7th **National Breastfeeding Week**

Oct 6-7th **Cuidiu National Conference, Cork**.

Dec 5-6th **BFI UK Annual Conference, Cardiff**. <http://www.unicef.org.uk/BabyFriendly>

Dec 6-9th **World Breastfeeding Conference, Delhi, India. “Babies need MOM-made not Man-Made”**. www.waba.org.my

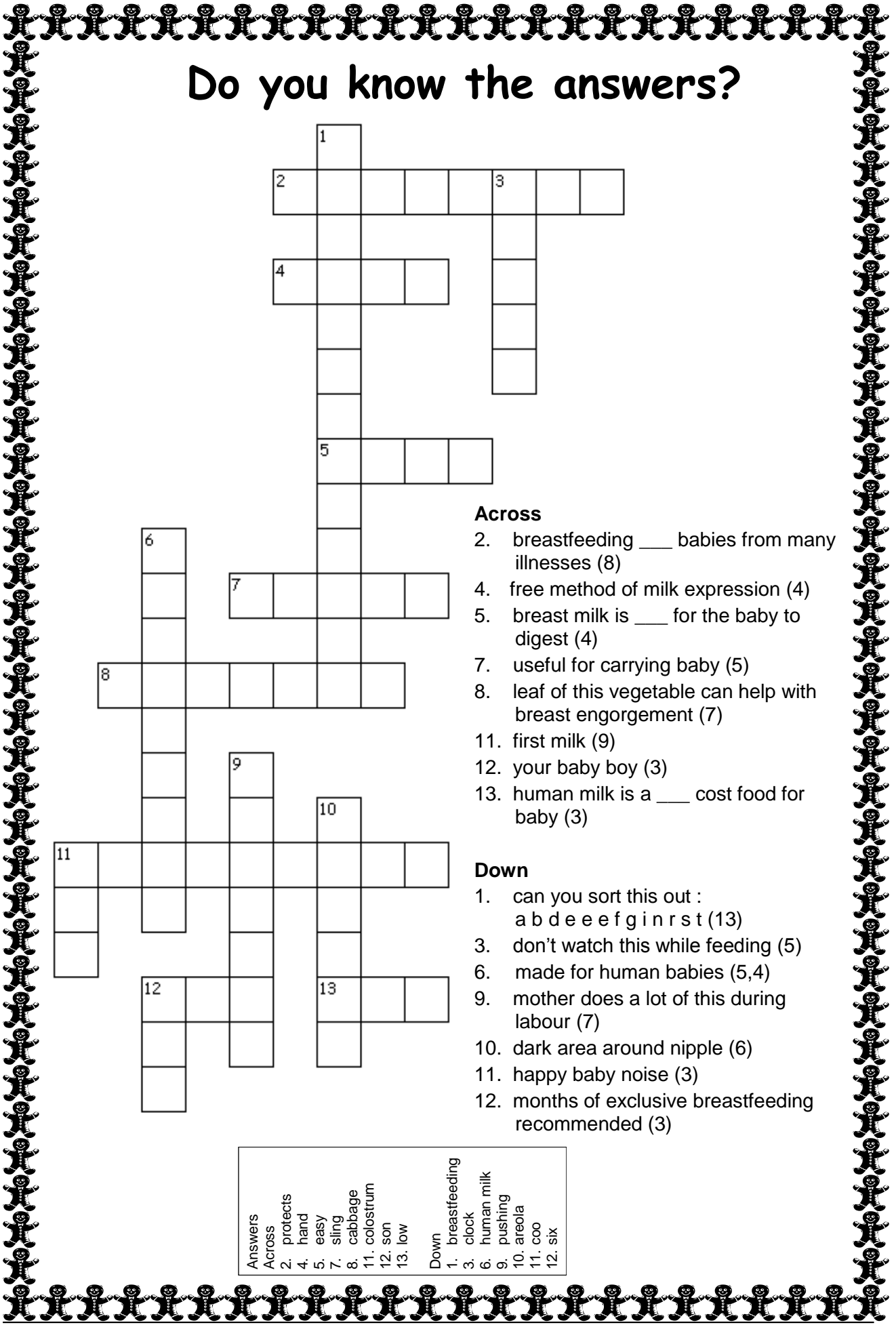
BFHI Link is written by Genevieve Becker, National Co-ordinator of BFHI, and reviewed by members of the BFHI National Committee.

We welcome your news and suggestions.

Contact the BFHI Co-ordinator,
email: bfhi@iol.ie
Web site: www.ihph.ie/babyfriendlyinitiative

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Do you know the answers?



Across

- 2. breastfeeding ___ babies from many illnesses (8)
- 4. free method of milk expression (4)
- 5. breast milk is ___ for the baby to digest (4)
- 7. useful for carrying baby (5)
- 8. leaf of this vegetable can help with breast engorgement (7)
- 11. first milk (9)
- 12. your baby boy (3)
- 13. human milk is a ___ cost food for baby (3)

Down

- 1. can you sort this out : a b d e e f g i n r s t (13)
- 3. don't watch this while feeding (5)
- 6. made for human babies (5,4)
- 9. mother does a lot of this during labour (7)
- 10. dark area around nipple (6)
- 11. happy baby noise (3)
- 12. months of exclusive breastfeeding recommended (3)

Answers
 Across
 2. protects
 4. hand
 5. easy
 7. sling
 8. cabbage
 11. colostrum
 12. son
 13. low
 Down
 1. breastfeeding
 3. clock
 6. human milk
 9. pushing
 10. areola
 11. coo
 12. six