



**BFHI activities can serve as evidence of compliance with the National Standards for Safer Better Healthcare - without additional work!**

Was there a new process to support mothers implemented in the hospital? Audit of practice carried out? Staff training? Distributed BFHI Link to departments? Sent in your annual BFHI action plan?

These activities may fit into specific Themes in your hospital's Standards evaluation. Overall participation in the BFHI fits in Standard 1.9 and 4.1.

More details on BFHI Ireland website.



**A breastfeeding supportive environment - at the heart of safer better healthcare**



**Bikers and babies?**  
**What have they in common?**  
**Read inside**



**Annual Reports are due now**

Evaluation of 2013 action, feeding stats 2013, and action plan for 2014 are due now from participating hospitals. Remember have SMART objectives and set a realistic target. Read the Action Planning guidelines!

Practice audits of 2013 are also due from designated hospitals.



If any queries or need help, contact the BFHI National Coordinator.



**QR or Quick Response Code**



BFHI Link says in touch with technology! These codes are now on BFHI Link and some of the previous Parent Handout pages. When you scan the image with a mobile phone app it automatically transfers you to the BFHI web page so you can read more BFHI Links. A QR Code reader app is free to download from usual app sources.



**Look inside this issue:**

- ◆ Human milk for human babies in the neonatal unit
- ◆ Step 2 training can be a quality initiative
- ◆ Research update, news and free resources
- ◆ Parent handout: Questions about breastfeeding?

## Step 2: Train all health care staff in skills necessary to implement the policy

### Implementing Step 2 benefits the health facility by enhancing:

- Safety: evidenced-based care assists optimum care and reduces risks to baby and mother,
- Effectiveness: baby friendly practices are evidenced based, time tested, and globally recommended,
- Patient-centeredness: trained staff are able to individualise information and support to each family's needs,
- Timeliness: consistent evidence-based information and skills means time is not spent correcting misinformation or dealing with preventable problems,
- Efficiency: parents receive consistent information that builds their confidence in their abilities to care for their baby,
- Equity: awareness of cultural diversity and individual attitudes helps baby friendly practices be provided for all.

**Every staff member has a role in implementing the policy, protecting breastfeeding, and ensuring quality care. See BFHI Link Issue 39 for ideas on roles and responsibilities.**



### Get an App - for free or low cost

*Health Care Providers Guide to Breastfeeding Texas 10 Step Program* (Free)

*Breastfeeding Management 2* from Massachusetts Breastfeeding Coalition (€1.45)

*LactMed* US National Library of Medicine's Toxicology database of drugs and other chemicals (Free)

### How much time is needed?

*Aim for competency and consistency in practice with a strong foundation in normal care - however long or short that takes.*



*Spending more time sitting in a classroom focused on feeding problems does not result in a sustained change in practices.*



### Watch on line - for free

*Initiation of Breastfeeding by Breast Crawl* from The Mother and Child Health and Education Trust: [breastcrawl.org/video.htm](http://breastcrawl.org/video.htm)

*Hand Expression, Effective breastfeeding, Helping a mother with positioning & attachment, First breastfeeds, Baby-led feeding* and more. <http://www.unicef.org.uk/BabyFriendly/Resources/AudioVideo/>

*Bump to Breastfeeding DVD and Small Wonders (Neo unit) DVD* <http://www.bestbeginnings.org.uk>

### Learning can occur through:

- on-ward case management reviews,
- journal article discussion,
- clinical skills supported practice,
- multidisciplinary presentations,
- self-study,
- workshops and conferences.

**Match learning opportunities to gaps in knowledge and practice. Keep it relevant to most frequently encountered situations rather than rare events.**

### Download - for free - and Review Your Knowledge and Practice

Wellstart International *Lactation Management Self-Study Modules, Level 1*, 4th ed. 2013. Takes approx 7 hours to complete the three modules. <http://www.wellstart.org/>

World Health Organization *Model Chapter on Infant and Young Child Feeding* [www.who.int/nutrition/publications/infantfeeding/9789241597494/en/index.html](http://www.who.int/nutrition/publications/infantfeeding/9789241597494/en/index.html)

*Breastfeeding Promotion and Support in a Baby-Friendly Hospital, a Twenty-Hour Course for Maternity Staff* [www.who.int/nutrition/publications/infantfeeding/9789241594981\\_s3/en](http://www.who.int/nutrition/publications/infantfeeding/9789241594981_s3/en)

American Academy of Pediatrics *Breastfeeding Curriculum for Residents* includes planning tools, tests, case studies and presentations <http://www2.aap.org/breastfeeding/curriculum/>

Academy of Breastfeeding Medicine *Breastfeeding Protocols* [www.bfmed.org](http://www.bfmed.org)

BFHI Ireland *Link Newsletters* [www.babyfriendly.ie](http://www.babyfriendly.ie)

HSE *Breastfeeding Factsheets* [www.breastfeeding.ie](http://www.breastfeeding.ie)

**Did you know?**

**Every 116 minutes a preterm baby is born in Ireland.**

[irishprematurebabies.com](http://irishprematurebabies.com)

**Irish Premature Babies is a registered charity providing nation wide supports to parents of preterm babies.**

- Buddy System for parents to talk/meet/email other parents
- Busom Buddies expressing and breastfeeding support for new preterm mother from experienced and trained preterm mothers
- Help from a lactation consultant over the phone or with a home visit, funded if parents are unable to pay
- Low cost rental of full size electric breast pump, cost can be further reduced in case of need
- Emergency accommodation for parents to be near their baby in hospital
- NICU support at home from a specialist nurse (very limited availability)
- Information packs, workshops, web info and helpline support are also provided

Irish Premature Babies also assists hospitals through donations of equipment, including breast pumps, and Best Beginnings DVDs. Conferences and workshops are held to give the personnel perspective on being a preterm parent, as well as the role of the charity. There is a newsletter to subscribe to, and parents can join and receive discounts for goods and services to help reduce the costs associated with a preterm baby. The very clear info guide on claiming refunds and benefits is useful to health workers and parents. *Visit the web site and find out more.*

### Expressing Breast Milk Consultation Form


Cork University Maternity Hospital developed a form to ensure that women at risk of their infant being admitted to the neonatal unit are supported with milk expression.

A Neonatal Team member carries out a prenatal consultation to discuss breastfeeding and expression of milk and signs it is done.

Postnatally, milk expression is discussed and demonstrated within 6 hours of birth, and signed by a staff member as occurring or the reason for not occurring.

A checklist on the back of the form reminds staff what points need to be covered including practicalities of pumping in the hospital and at home, skin to skin contact, moving towards feeding at the breast, and a reminder to check each day how the mother is getting on and refer to Lactation Support if needed.

This form and recording in the notes helps to value the importance of mothers' milk for infants in the neonatal unit.



**University Maternity Hospital Limerick achieved 100% of low birth weight babies receiving breastmilk - and no cases of NEC.**

***If it can be done there - can it be done everywhere?***

### Update from the Milk Bank

One of the largest human milk banks in the UK is in Irvinestown, Co Fermanagh. It started operating in August 2000 and is the only milk bank in the UK that is community based. It processes well over 1,000 litres of milk a year going to help babies through the whole island. The bank is fund raising at present for a freeze dryer for use with human milk to give it a 2 year shelf life and for use as fortifier of own mother's milk. The target is to be in action with this later in the year.



To find out about donating or receiving milk contact: Tel: 048 68628333  
[Tmb.irvinestown@westerntrust.hscni.net](mailto:Tmb.irvinestown@westerntrust.hscni.net) More information <http://www.ukamb.org/>

**And the Bikers?** The Association of Blood Bikes - motor bikers who volunteer to provide fast transportation of urgently needed health supplies - have expanded to be milk movers all over the country; making a lifelong difference to babies.



## NEWS and RESOURCES



**Eating Well for a Healthy Pregnancy: A Practical Guide**, provides general advice for health professionals to support pregnant women about food and nutrition. It includes recipes and meal ideas and provides practical explanation of what 'eating well' looks like in practice. Separate guide to eating well for pregnant teens. Free to download from [www.firststepsnutrition.org/](http://www.firststepsnutrition.org/)

First Steps Nutrition Trust provides a one-stop shop for useful and accurate evidence-based information on good nutrition from pre-conception to five years with no industry funding and marketing. Publications also include reports on what partially hydrolysed formula means and does it make a difference, review of infant milks on the market (updated each year), toddler milks and follow-on milks, and eating well for breastfeeding mums. Sign up for free notification of new reports.



**Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies.** This 60 page guide includes sections on professional education, maternity care practice, workplace, childcare, marketing formula, social media and more, to provide information to decide the intervention strategy that best meets local needs. Each strategy includes the rationale, evidence of effectiveness, key considerations, action steps, program examples and sources of further resources. Centers for Disease Control and Prevention, USA 2013. Free from [www.cdc.gov/breastfeeding/resources/guide.htm](http://www.cdc.gov/breastfeeding/resources/guide.htm)



**Guidelines for Hospital Discharge of the Breastfeeding Term Newborn and Mother: "The Going Home Protocol", Academy of Breastfeeding Medicine Clinical Protocol #2.** Revised 2014, A. Evans, K.A. Marinelli, and J.S. Taylor, The protocol includes principles and practices recommended for consideration prior to sending a mother and her full-term infant home presented with quality of evidence for each clinical guideline, tables of maternal and infant risk factors for lactation problems, suggestions for further research, and fully referenced. Free from [www.bfmed.org/Media/Files/Protocols/protocol\\_2GoingHome\\_revised2014.pdf](http://www.bfmed.org/Media/Files/Protocols/protocol_2GoingHome_revised2014.pdf)



**HSE Paediatric Clinical Programme has algorithms** on the six week check (breastfeeding and refer to lactation consultant), Necrotising Enterocolitis (NEC) management (lists breast milk as preventative of NEC) and more. <http://www.hse.ie/eng/search?q=Paediatric%20Clinical%20programmes>

**Share your research** on aspects of healthcare and health systems in the National Institute of Health Sciences Research Bulletin. Only a one page abstract is needed. The closing date for receipt of submissions for the next issue is Thursday, May 15th, 2014. Details at: [www.hse.ie/eng/staff/Leadership\\_Education\\_Development/](http://www.hse.ie/eng/staff/Leadership_Education_Development/)

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

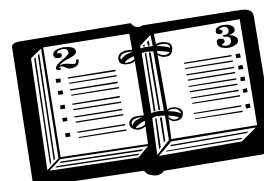
**We welcome your news and suggestions.**

Contact the BFHI Co-ordinator, email: [bfhi@iol.ie](mailto:bfhi@iol.ie)  
Web site: [www.babyfriendly.ie](http://www.babyfriendly.ie)

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*Marking 22 years of World Breastfeeding Week*



**Diary Dates**

- Aug 1-7 **World Breastfeeding Week.**  
*Breastfeeding A winning goal for life.*  
[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)
- Oct 1-7 **National Breastfeeding Week**



## Questions about breastfeeding?

You hear a lot about giving your baby your milk but still you may have questions. Some questions may be:

**Does breastfeeding really make a difference? Yes.** When you look at a large group of children, those who were breastfed are less likely to be overweight, less likely to have ear and chest infections or tummy upsets, and likely to do better in school. Mothers who breastfeed tend to lose excess pregnancy weight easily and can be at lower risk of some types of breast cancer, diabetes and depression.



WABA



**Does it hurt? It shouldn't.** Mothers have fed their babies for thousands of years. If you find it painful then get help from a skilled person. Most difficulties can be made better.

**Do I need to buy a breast pump and other equipment? No.** You do not need to buy all the products marketed for breastfeeding. All you need is you and your baby. Expressing milk by hand is an easy skill to learn. Talk to experienced mothers before buying a lot of things.

**Will people comment or look at me if I feed around other people? Maybe.** They may notice how content your baby looks. Some people not used to seeing breastfeeding may not know where to look. If you keep smiling and talking, they will relax. There are always a few people who will make unpleasant remarks because they have problems in themselves. They might say your clothes are or make a negative comment about you feeding your baby. Remember that you are doing good for your baby and try to ignore these negative comments. You cannot be asked to leave a public place because you are feeding.

**Does breastfeeding take more time than formula feeding? No.** Feeding and caring for any baby takes time. You have a hand free and you can drink a cup of tea, play with an older child, or even tidy up while baby feeds. Mother's milk is the only meal you can make in your sleep! No preparation for feeds and no washing up.



**Are breastfeeding babies awake more? Maybe.** Mothers' milk is easy to digest and babies are more comfortable with smaller frequent feeds. Some feeds may be short and some longer, just like how you might want a snack or a big dinner.



**Will I have enough milk? Yes,** nearly all mothers produce milk after their baby is born. Baby takes milk and more milk is made. You can see by what comes out that something must have gone in! If a mother has any difficulty most of the time this can be solved with help from a person who knows about helping breastfeeding mothers.

**If I am taking medications can I breastfeed? Yes in most cases.** Breastfeeding is ok with most medications and health conditions. Discuss with your doctor or midwife as sometimes a medication needs to be changed to one that is better when breastfeeding.

**If I want to talk about this can I ask someone? Yes.** Your midwife, public health nurse or GP nurse, lactation consultant, doctor and volunteer mother support groups are all happy to talk to you more.



This is general information. Discuss your specific needs with your midwife or doctor.

Like more info sheets? Visit the BFHI web site

