



# Case Study

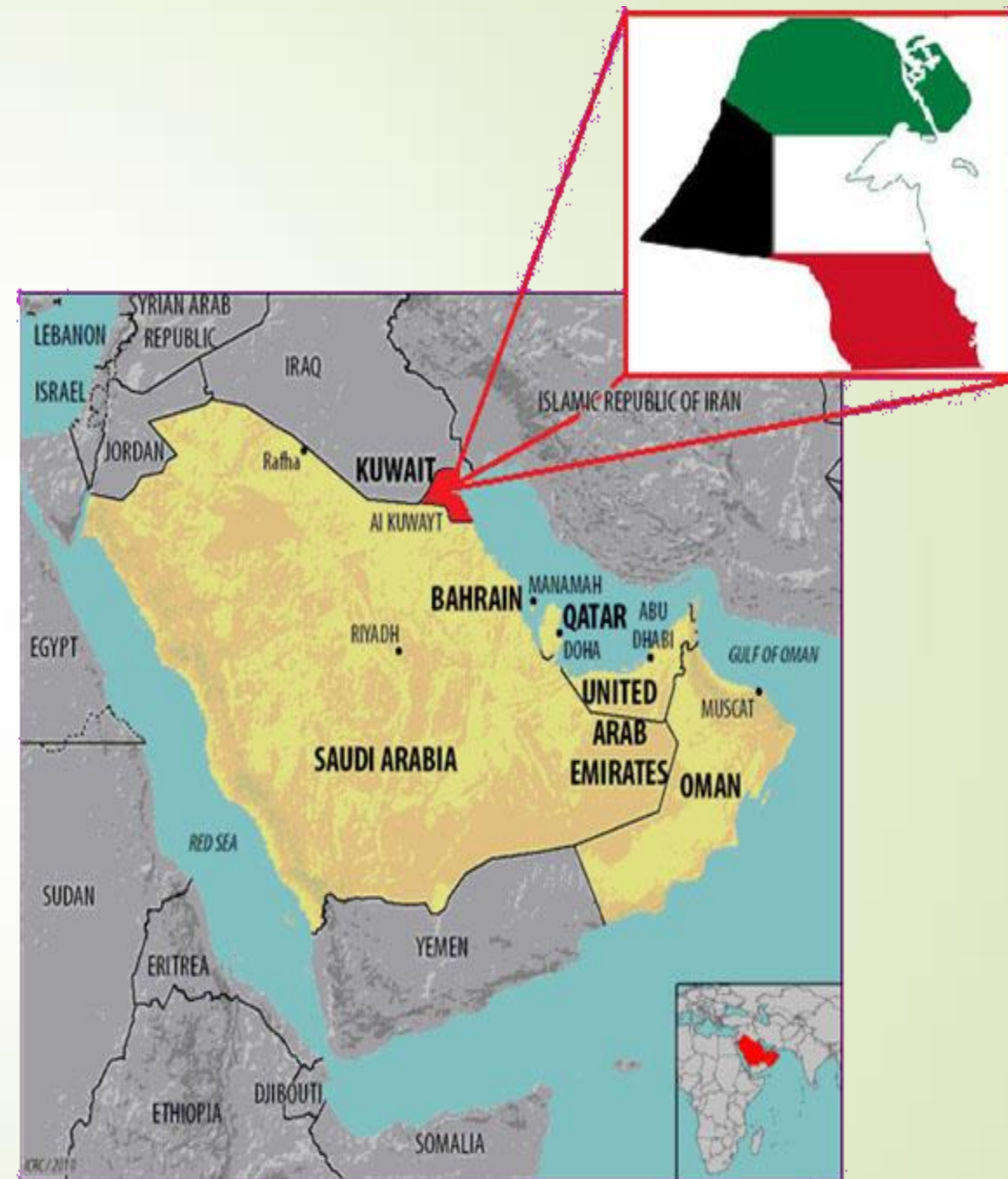
## Implementation of the Baby-friendly Hospital Initiative (BFHI) in Kuwait

Baby-Friendly Hospital Initiative Congress, Geneva,  
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# INTRODUCTION

- Kuwait is located in the Middle East Region
- Kuwait Population= 4,288,578 (2015)
- The Non-locals= more than 69%
- Kuwaitis= about 31%.
- The live births rate= 60,164 (2014)
- The hospital births= 98%
- Almost all the births were with skilled assistance.

## The health facilities with maternity services

4 public  
hospitals

12 private  
hospitals

# BACKGROUND

- The BFHI has been implemented in Kuwait since **1998**.
- It is a quality assessment – ensuring all policies, education, infant feeding advice given are evidence-based and appropriate to initiate and maintain ***optimal nutrition***.

A national breastfeeding coordinator was appointed, and a multisectoral national breastfeeding committee was established.  
(Kuwait Breastfeeding Promotion & BFHI Implementation Committee)

In 2012 Kuwait has updated its Breastfeeding policy and plan of action to be in line with the GSIYCF and the Global Targets.

## **BFHI fits with the National Strategies:**

- Infant and Young Child Feeding,
- Maternal and Child Health,
- Rights of the Child,
- Public Health / Health Promotion.

# ACHIEVEMENTS

- A monitoring process at hospital and national levels for the implementation and sustainability of BFHI practices was developed.
- Seven local professionals were trained to be the **local BFHI assessors' team** in December 2010.

Kuwait has two facilities that were designated and are sustaining the BFHI successfully;

**The Adan Hospital** achieved Baby Friendly accreditation in February 2014 and again in February 2016.

**Taiba Private Hospital** became the first private BFHI Hospital in Kuwait in June 2015.

Other hospitals in process

**Al Farwaniya and Al Jahra** public hospitals are working hard to be certified soon.

**Al Salam and Royale Hayat** private hospitals are showing serious interest in BFHI.

- **The Kuwaiti Code for marketing of breastmilk substitutes** has been issued in August 2014.
- It covers the age range of 0 to up to 3 years of age.
- There are mechanisms for enforcement and sanctions that will be imposed in the event of non compliance.
- The **Kuwaiti Code** is upgraded to Category 1(Law) in the IBFAN scale.



## Community Support Group

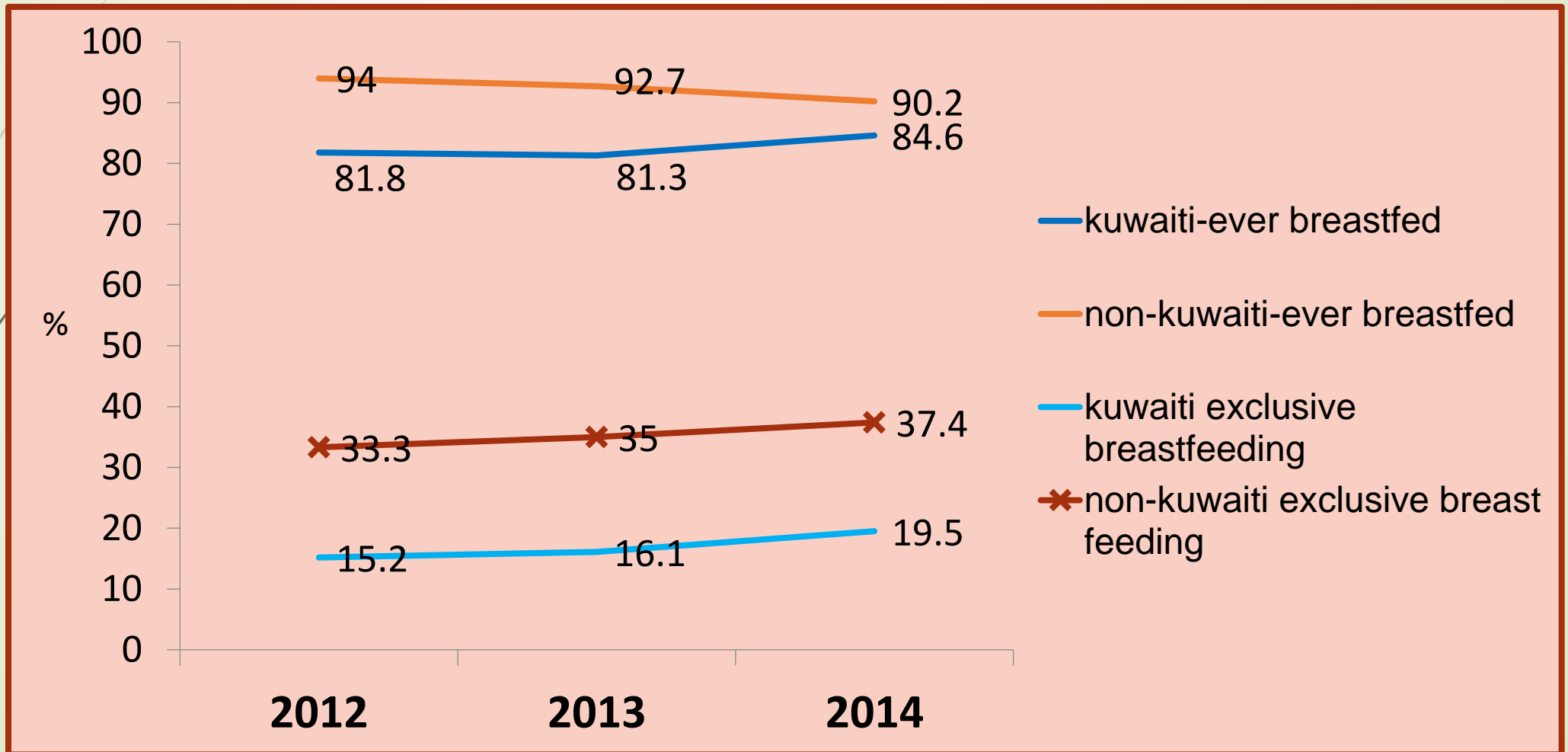
**BirthKuwait group:** a local non-profit community health network was established in **2011**.

**BirthKuwait Breastfeeding Support Program** in **2014**

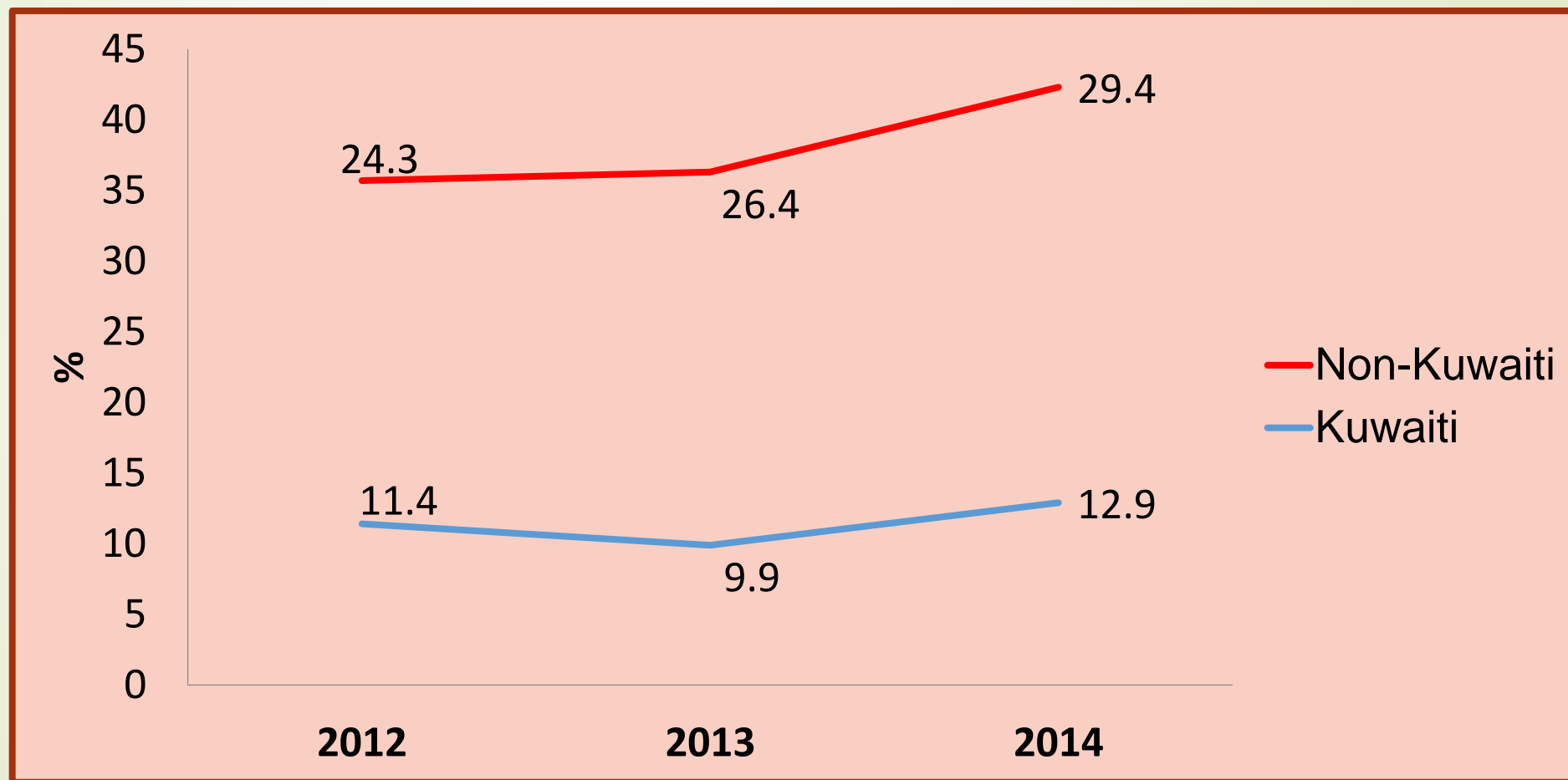




## Ever breastfed and Exclusive Breastfeeding Rates Trends, Kuwait Nutrition Surveillance System (KNSS) Reports



# Trends in Early Initiation of Breastfeeding, KNSS Report



# Lessons learned



## from Adan hospital experience

- Consistent and sustained improvement in practice is achieved due to the appropriate policies/guidelines.
- To create change, a commitment at all levels of management is required.
- Adan hospital management strategic leadership and the dedicated efforts of the lactation team and the frontline health care workers led to the achievements.
- This unique approach presented at Adan hospital will be easy to replicate in other hospitals at Kuwait and/or other countries in the region.

## from Taiba hospital experience

- Taiba private hospital and its management team strived to get prestigious accreditation by recognised organizations via implementation of quality improvement activities.
- On-going data collection is vital to ensuring that the facility maintains the standard of care they worked hard to achieve.



# CHALLENGES

- Lack of sufficient support for the BFHI from government officials and some health care systems.
- Kuwait MOH accepts free milk samples from milk companies and the government is subsidizing infant formulas.
- Deficient pre-service practical training of health professionals about breastfeeding and infant feeding issues.
- Insufficient allocated budget to the BFHI programme.
- The National Code lacks an effective monitoring system.
- IYCF monitoring programme does not include all health facilities.
- No standards and/or guidelines about mother-friendly childbirth procedures.
- Lack of recognition of IBLCE.





# THANK YOU

