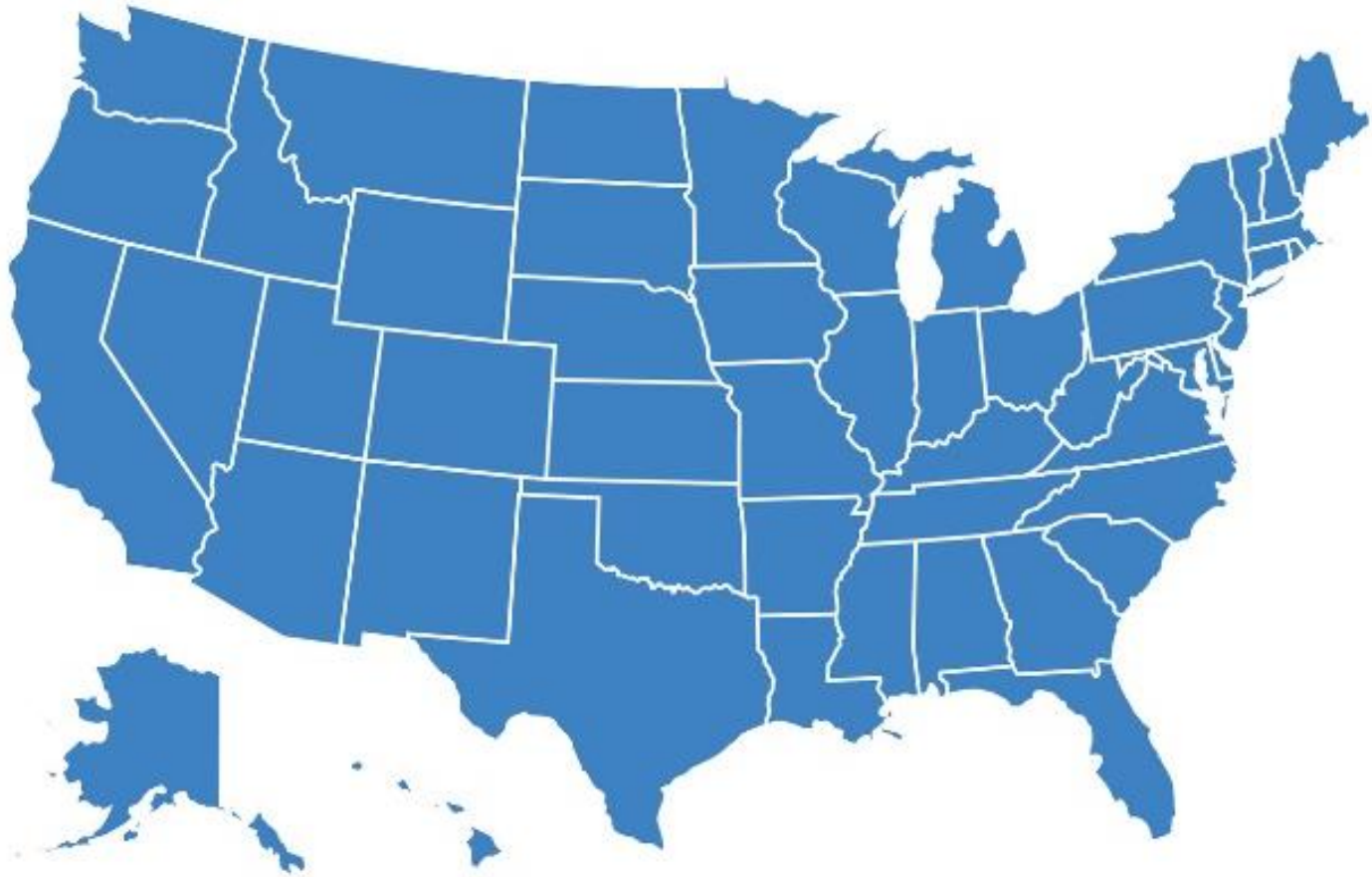


Baby-Friendly Hospital Initiative: Experience in the United States of America

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Baby-Friendly Hospital Initiative Congress
Geneva, Switzerland
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United States of America



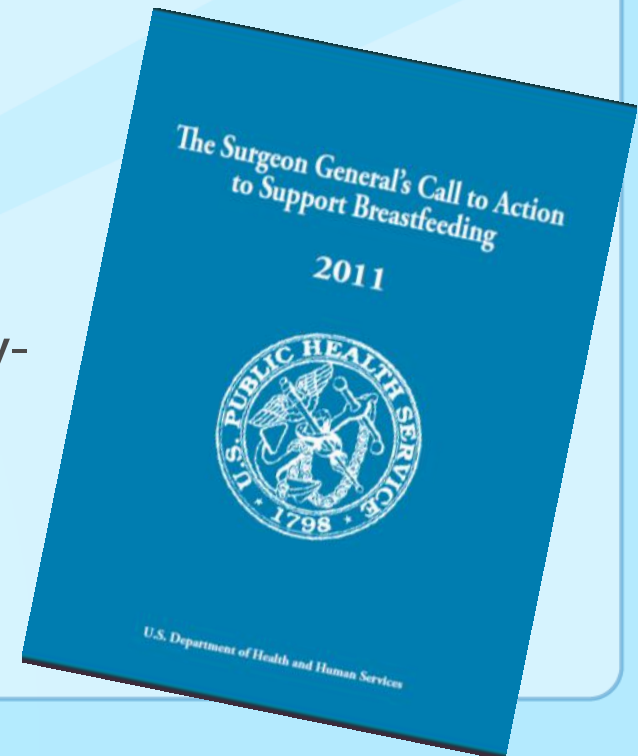
Baby-Friendly USA, Inc.

- ❑ Accrediting body and national authority in U.S.
- ❑ Not-for-profit organization
- ❑ 1996: First U.S. hospital designated
- ❑ 1996 - 2011: Slow, steady increase in the percent of U.S. births that occur in Baby-Friendly designated facilities

Call to Action to Support Breastfeeding

- ❑ Seeks to make it possible for every woman who wishes to breastfeed to be able to do so
 - Call to action for families, communities, health care, employers, and public health professionals

- ❑ Action 7: “Ensure that maternity care practices throughout the U.S. are fully supportive of breastfeeding”
 - Accelerate implementation of the Baby-Friendly Hospital Initiative (BFHI)



Accelerate Implementation of BFHI

- ❑ Two nationwide programs
 - Over 180 U.S. hospitals enrolled
- ❑ Goals
 - Implement Ten Steps to Successful Breastfeeding
 - Increase number of BFHI hospitals in the U.S.
- ❑ Method
 - Learning collaboratives
 - Quality improvement

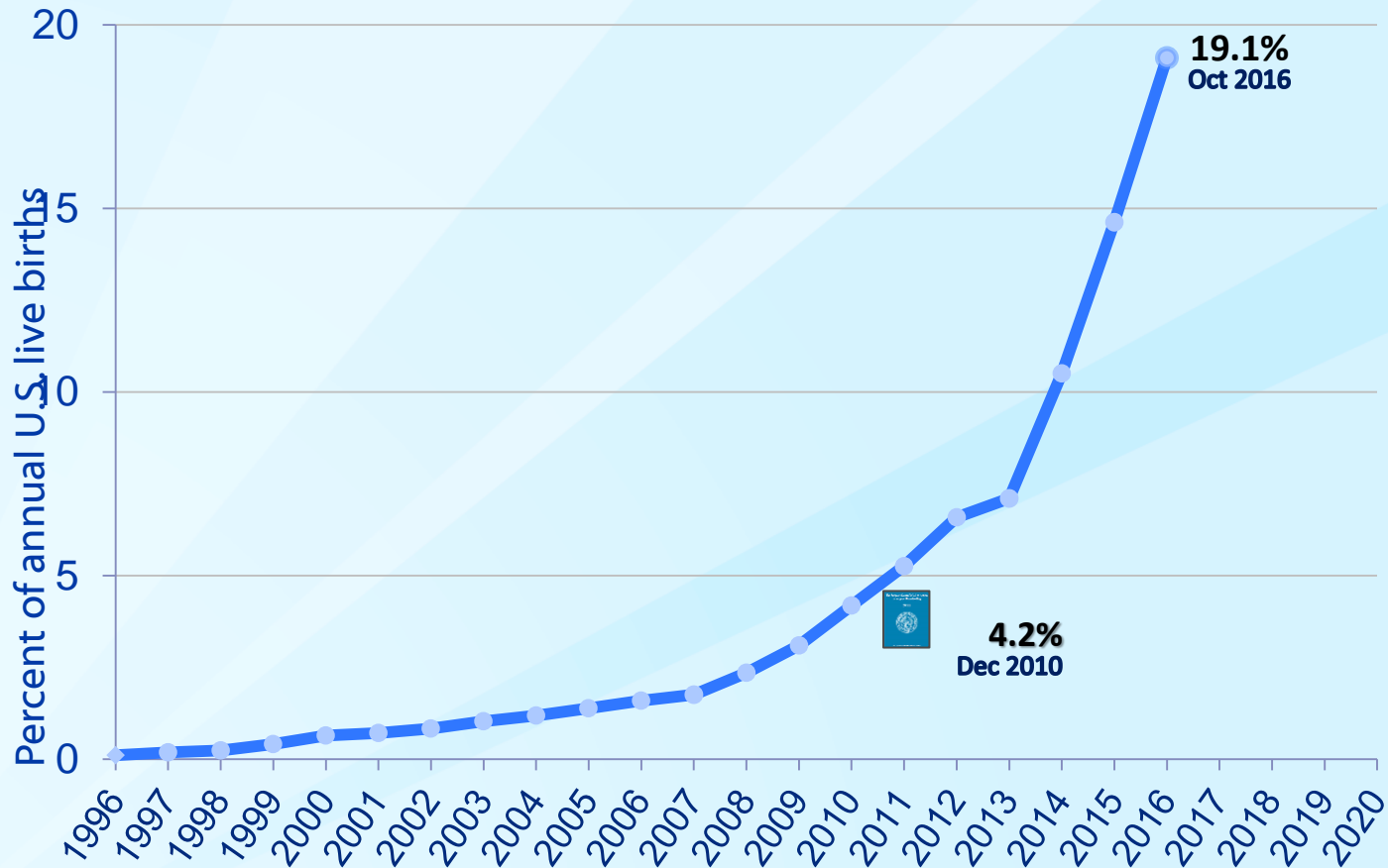
Implementation Challenges

- ❑ Step 2: Train all health care staff in skills necessary to implement the breastfeeding policy.
- ❑ Step 3: Inform all pregnant women about the benefits and management of breastfeeding.
- ❑ Step 10: Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital.

Lessons Learned Overcoming Implementation Challenges

- ❑ Quality improvement science
 - ❑ Collect data on process and outcome measures
 - ❑ Monitor maternity care practices over time
- ❑ Collaboration between hospitals and community stakeholders

Percent of U.S. births occurring in Baby-Friendly facilities



THANK YOU!

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.