Optimal Breastfeeding Care in the Hospital

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Baby-Friendly Hospital Initiative = Optimal Breastfeeding Care

- Ten Steps to Successful Breastfeeding
  - How many can you name???

- Elimination of marketing of breastmilk substitutes in the hospital

Isn’t every hospital “baby-friendly”?
Breastfeeding and COVID-19

- All major medical organizations recommend that mothers continue breastfeeding through this pandemic.
- If a mother is a PUI or tests +, then she needs to wear a mask and practice good hand hygiene.
- AAP, CDC, WHO: At time of delivery, keep mom and baby together, skin-to-skin contact and early initiation.
- COVID vaccine is safe to receive while breastfeeding. Also safe to donate milk to a HMBANA milk bank.

Step 1

- "Maintain a written breastfeeding policy that is routinely communicated to all health care staff."

Oklahoma hospitals with ideal responses
Step 2

- "Train all health care staff in skills necessary to implement this policy."

- No requirements for education on human lactation in nursing schools

- Most medical schools & residency programs have no formal curriculum on breastfeeding & lactation.

"Inform all pregnant women about the benefits and management of breastfeeding."

Step 3

"Inform all pregnant women about the benefits and management of breastfeeding."

Prenatal Education

- Increases initiation rates
- Increases duration rates
OBRC’s Online Breastfeeding Session for Families

https://obrc.ouhsc.edu/Families/Online_Patient_Education

- This is an interactive session with all the info you need to know about breastfeeding!
- This session works best in Chrome.
- Move at your own pace and review this session as much as you want!
- Also available in PDF! Click here for English. Click here for Spanish.

Step 4

- “Help mothers initiate breastfeeding within one hour of birth.”

TRANSLATION:
- Place [ALL] infants in skin-to-skin contact with their mothers immediately following birth for at least one hour and encourage mothers to recognize when their infants are ready to breastfeed, offering help if needed.

“Reasons” for not breastfeeding in 1st hour

- Vit K, eye tx: w/in 2 hrs
- Bath: after temp stable, 4-6 hrs per AWHONN guidelines
- Temperature: keep baby skin-to-skin. Mom’s core temp increases 1-2 degrees
Oxytocin-Stress Connection

- Oxytocin has anti-stress-like effects
- ↓ blood pressure & cortisol levels
- ↑ pain thresholds
- Stimulates various types of positive social interaction
- Promotes growth and healing

2005 Uvnas-Moberg & Peterson

Step 5

"Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants."

Most effective = 1:1 teaching

- 1:1 teaching, hands-on
- Videos
- Written information
- Prenatal Education!
Postpartum Teaching

“How do I know if my baby is getting enough milk?”

S/S adequate intake:
- Audible swallowing
- Stool changes!!

Perceived Insufficient Milk

is the #1 reason worldwide that mothers wean prematurely

“I didn’t have enough milk”

Step 5 – What about formula feeding moms?

Mothers who feed formula should receive written instruction, not specific to a particular brand, and verbal information about safe preparation, handling, storage, and feeding of infant formula.
Step 6

- “Give infants no food or drink other than breastmilk, unless medically indicated.”

Medical Recommendation for Breastfeeding Duration

- Exclusive breastfeeding (EBF) for 6 months
- Continued breastfeeding to age of 1-2 years
- Adding age-appropriate complementary foods

American Academy of Pediatrics: “continued breastfeeding for 2 years or longer as mutually desired by mother and infant”

WHO Code of Marketing of Breast Milk Substitutes
It uncovers systematic and unethical marketing strategies used by the formula milk industry – now worth a staggering US$ 55 billion – to influence parents’ infant feeding decisions.

"How did you get the formula for your baby the first time your baby was given formula in the hospital?"

28.1% - I asked for the formula
28.0% - Staff brought me formula without me asking for it
23.2% - Formula was in my room without me asking for it
20.8% - Staff fed my baby formula without me asking for it

Texas WIC Infant Feeding Practices Survey 2013

"Practice "rooming-in" - allow mothers and infants to remain together 24 hours a day."

Step 7
**Step 8**

"Encourage unrestricted breastfeeding."

- Feed on cue of baby – any sign of hunger cues
- No time limits on breast
- Avoid "scheduled" feeds – baby sets the schedule
- Keep sleepy babies skin to skin

**Breastfeeding Leads to Self-Regulation**

- Exclusive breastfeeding at breast: 27%
- Expressed breast milk in bottle: 47%
- Combination breastfeeding, formula feeding, breast/bottle: 56%
- All formula in a bottle: 68%

How often does your infant empty the bottle/cup after 7 months of age?

- 27%
- 47%
- 56%
- 68%


**Step 9**

"Give no pacifiers or artificial nipples to breastfeeding infants."
Step 10
“Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.”

Resources in the community
- Oklahoma Breastfeeding Hotline
  - 877-271-MLK
- Text OK2BF to 61222
- IBCLCs in your community
  - LC Resource Guide
- Children First nurses
- La Leche League
- WIC Breastfeeding Peer Counselors
- Mother support groups, Integris Milk Bars

CDC: “Practices in many US hospitals do not fully support breastfeeding”
68% U.S. hospitals designated
27% of US babies born in a BFHI hospital (976,000 annual births)

Designated hospitals:
- Claremore Indian Hospital
- Integris Baptist Medical Center
- Cherokee Nation W.W. Hastings Hospital
- Comanche County Memorial Hospital
- SSM Health St Anthony Hospital, OKC
- Chickasaw Nation Medical Center
- Hillcrest Medical Center, Tulsa
- Integris Canadian Valley Hospital
- The Children’s Hospital at OU Medicine
- Duncan Regional Hospital
- SSM Health Shawnee Hospital

35.6% of OK hospital births!

Baby-Friendly Oklahoma Partners

Oklahoma State Department of Health
Preparing for a Lifetime
The University of Oklahoma Health Sciences Center
Baby Hostile???

Review

- Name 1 of the 10 steps that you think moms would really like.
- Name 1 of the 10 steps that you think is hard to change.

Mothers want to breastfeed and they need all of us to help.