

Optimal Breastfeeding Care
in the Hospital


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OKLAHOMA PERINATAL NURSES FORUM

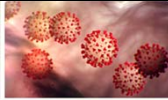
Baby-Friendly Hospital Initiative
= Optimal Breastfeeding Care

- 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



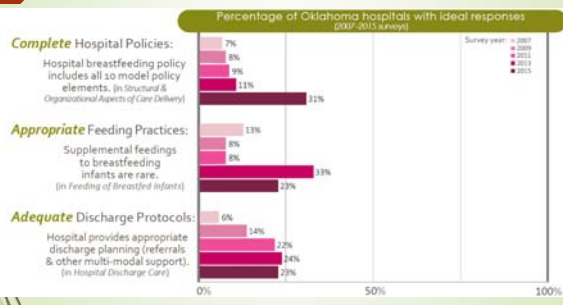
- ALL major medical organizations recommend that mothers continue breastfeeding through this pandemic.
- If a mother is a PUI or tests +, then she needs to wear a mask and practice good hand hygiene.
- AAP, CDC, WHO: At time of delivery, keep mom and baby together, skin-to-skin contact and early initiation.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



The Chickasaw Nation Medical Center
 A place where Native American traditional wisdom meets evidence-based practices.
 This facility replicates the World Health Organization's (WHO) "Ten Steps to Successful Breastfeeding" published in a joint statement entitled, "Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services"


Ten Steps to Successful Breastfeeding
 Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff
2. Train all health care staff in the skills necessary to implement this policy
3. Inform all pregnant women about the benefits and support of breastfeeding
4. Help mothers initiate breastfeeding within one hour of birth
5. Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants
6. Give infants no food or drink other than breastmilk, unless medically indicated
7. Practice rooming-in -- mothers and infants to remain together 24 hours a day
8. Encourage breastfeeding on demand
9. Give no pacifiers or artificial nipples to breastfeeding infants
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center

The Ten Steps to Successful Breastfeeding have been adapted to meet the needs of the Chickasaw Nation. Original document is available from the following website: http://www.who.int/nutrition/publications/ten_steps/

Many tribal hospitals and birth centers also updated the International Code of Marketing of Breast Milk Substitutes by offering parents support, education, and educational materials that promote the use of breast milk over their other options for infants, and by refusing to accept or distribute free or subsidized supplies of breastmilk substitutes, nipples, and other feeding devices.

the Chickasaw Nation
 Department of Health



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.*

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 an 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:
"continuation of breastfeeding for 2 years or longer as mutually desired by mother and infant"

WHO Code of Marketing of Breast Milk Substitutes





More than half of parents and pregnant women exposed to aggressive formula milk marketing – WHO, UNICEF

New report details exploitative practices employed by \$55 billion formula industry, compromising child nutrition, violating international commitments

22 February 2022 | News release | Geneva | Reading time: 4 min (1055 words)

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



23.2% - Formula was in my room without me asking for it

28.0% - Staff brought me formula without me asking for it

20.8% - Staff fed my baby formula without me asking for it

Texas WIC Infant Feeding Practices Survey 2013

Step 7

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

Manned, OU Medical Center

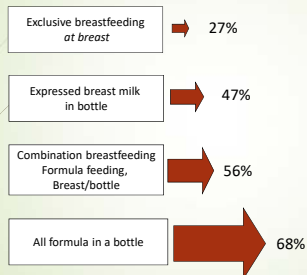
Step 8

"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



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

Pediatrics. 2010 Jun;125(6):e1386-93. 2010.

Step 9

"Give no pacifiers or artificial nipples to breastfeeding infants."



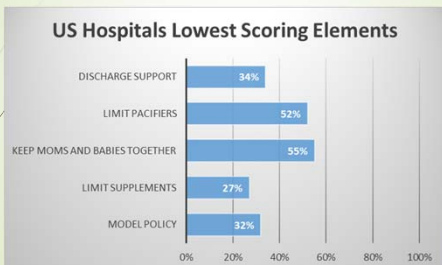
Step 10

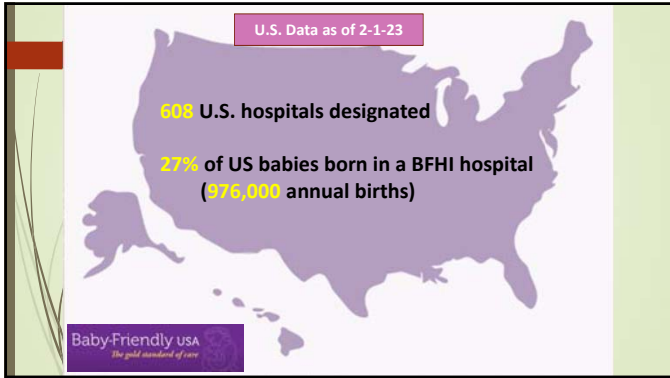
"Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic."

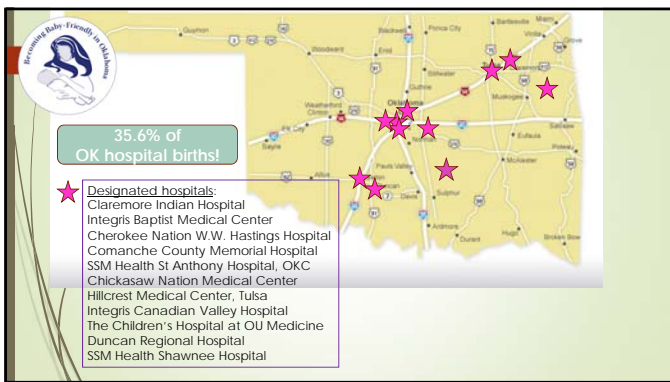
Resources in the community

- Oklahoma Breastfeeding Hotline
 - 877-271-MILK
 - 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"







Baby-Friendly Oklahoma Partners

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
