

# Optimal Breastfeeding Care in the Hospital

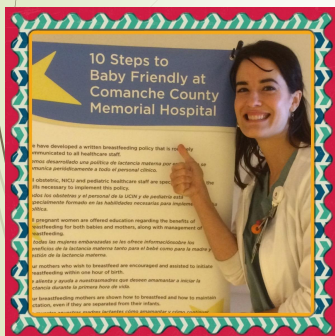
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OKLAHOMA PERINATAL NURSES FORUM

## Learning Objectives

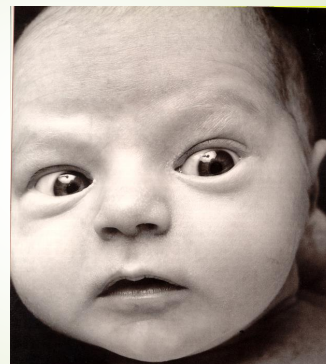
- Identify at least two of the Ten Steps to Successful Breastfeeding.
- Describe the International Code of Marketing of breastmilk substitutes.
- List two benefits of skin to skin contact.
- Name one resource for breastfeeding support after hospital discharge.

## 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"?



## Step 1a

Comply fully with the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly resolutions.



**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)

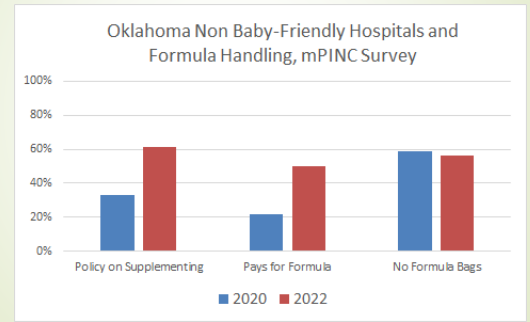
It uncovers systematic and unethical marketing strategies used by the formula milk industry – now worth a staggering US\$ 55 billion – to influence parents' infant feeding decisions.

## WHO Code of Marketing of Breast Milk Substitutes



## Step 1b

Have a written infant feeding policy that is routinely communicated to staff and parents.



## The Chickasaw Nation Medical Center

A place where Native American traditional wisdom meets evidence-based practices.

This facility upholds the World Health Organization/UNICEF "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 management 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 from the *Journal of Human Lactation*, a worldwide breastfeeding quality improvement project created by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF).

Baby-friendly hospitals and birth centers also uphold the International Code of Marketing of Breast Milk Substitutes by offering parents support, education, and educational materials that promote the use of human milk rather than other infant food or drinks, 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

Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.



OB/GYN Department, OIHSC 2014

- No requirements for education on human lactation in nursing schools
- Most medical schools & residency programs have no formal curriculum on breastfeeding & lactation.



## Step 3

*Discuss the importance & management of breastfeeding with pregnant women and their families*

## Prenatal Education

- Increases initiation rates
- Increases duration rates

## OBRC's Online Breastfeeding Session for Families

[https://obrc.ouhsc.edu/Families/Online\\_Patient\\_Education](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

*Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth.*

## 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

*Support mothers to initiate and maintain breastfeeding and manage common difficulties.*





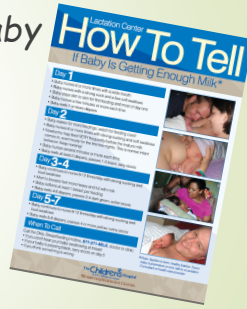
## Most effective = 1:1 teaching

- 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!!

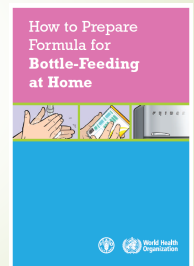


## Perceived Insufficient Milk

**is the #1 reason worldwide that mothers wean prematurely**

## 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

**Do not provide breastfed newborns any food or fluids other than breast-milk, unless medically indicated.**



## Medical Recommendation for Breastfeeding Duration

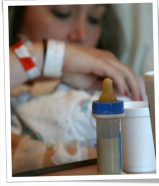
- Exclusive breastfeeding (EBF) for 6 months
- Continued breastfeeding to age of 2 years or more
  - Adding age-appropriate complementary foods

**American Academy of Pediatrics, 2022:**  
*"continuation of breastfeeding for 2 years or longer as mutually desired by mother and infant"*

**"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



CDC

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

**Step 7**

Enable mothers and their infants to remain together and to practice rooming-in 24 hours a day.



Mannell, OU Medical Center

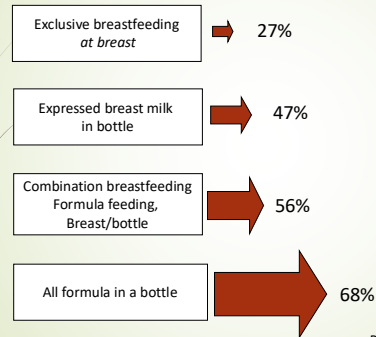
**Step 8**

Support mothers to recognize and respond to their infants' cues for feeding.



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**

Counsel mothers on the use and risks of feeding bottles, artificial nipples (teats) and pacifiers.



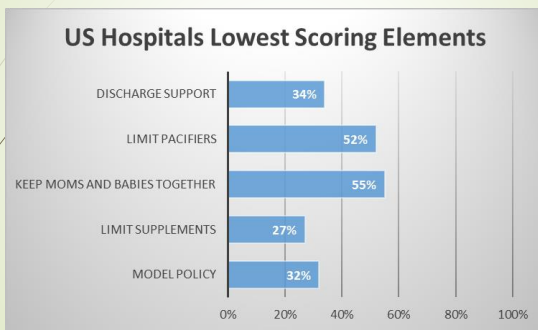
## Step 10

*Coordinate discharge so that parents and their infants have timely access to ongoing support and care.*

## 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”*



As of February 2025

540 U.S. hospitals designated

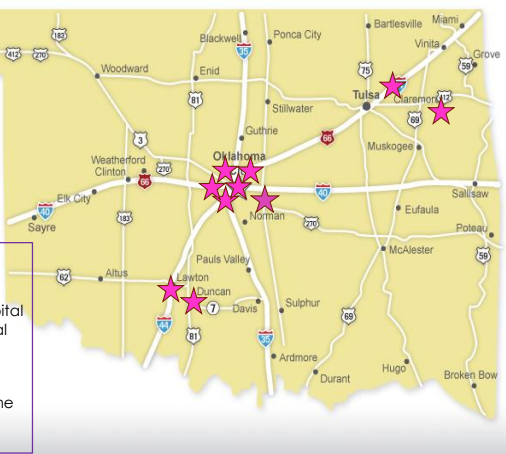
25% of US babies born in a BFHI hospital  
(914,029 annual births)

Baby-Friendly usa  
*The gold standard of care*



30.6% of OK hospital 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
  - ★ Integris Canadian Valley Hospital
  - ★ The Children's Hospital at OU Medicine
  - ★ Duncan Regional Hospital
  - ★ SSM Health Shawnee Hospital



## 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*