

Let's Turn Our Hospitals to be “Breastfeeding Friendly”

A CALL TO ACTION FOR MATERNITY HOSPITALS
COUNTRYWIDE



WHY BREASTFEEDING MATTERS

Breastfeeding is one of the most effective ways to ensure the health and survival of infants. It provides essential nutrients, protects against common childhood illnesses, and promotes a strong bond between mother and child. Yet, despite its well-known benefits women do not get fully supported for breastfeeding especially during c-section deliveries.

THE CHALLENGE

Too often, new mothers face challenges such as inadequate support, misinformation, and unnecessary use of infant formula that hinder successful breastfeeding. This not only affects the health of infants but also contributes to broader public health concerns.

It's time to change that by making our hospitals "**Breastfeeding Friendly**".

THE FOUNDATION OF BREASTFEEDING-FRIENDLY HOSPITALS

The World Health Organization (WHO)/ UNICEF's "Ten Steps to Successful Breastfeeding" and Government of India's MAA programme are recognized as the gold standard for maternity facilities. These steps provide a clear and actionable framework to ensure that every mother receives the support she needs to start and continue breastfeeding. Use of **SEVEN** tools of BPNI can help achieve this.

7 Tools to Help You

The Breastfeeding Promotion Network of India (BPNI) is dedicated to help hospitals turn breastfeeding friendly. We have developed **SEVEN** practical tools to guide and support your efforts:

1 THE MODEL BREASTFEEDING POLICY FOR HOSPITALS

This assists hospitals to develop their own policy and implement [step 1\(b\), 1\(c\), 5,6,7,8,9,10](#)
<https://shorturl.at/psL2T>

2 ANTENATAL PREPARATION PROGRAMME

This tool helps in education of pregnant women and implement [step 3](#)
<https://www.bpni.org/idecide/>

3 MONITORING BREASTFEEDING DATA IN THE MATERNITY HOSPITALS

This helps in Data management at the hospital, and implements [step 1\(c\)](#)
<https://shorturl.at/r2klW>

4 18 INDICATORS TO MONITOR PROGRAMMES

This helps in assessment of the hospital performance periodically and implement [step 1\(c\)](#)
<https://shorturl.at/viwUA>

5 4-DAYS COUNSELLING BASED-SKILL TRAINING OF MATERNITY STAFF ON WHO'S "TEN STEPS TO SUCCESSFUL BREASTFEEDING"

This helps in skill training of the Staff and implement [step 2,4,8](#)
<https://shorturl.at/RQ6Ch>

6 4-DAYS SKILLED COUNSELLING TRAINING FOR ANM AND OTHER COMMUNITY WORKERS

This helps in training of the community level staff and helps implement [step 10](#)
<https://bit.ly/3yDOJBN>

7 AWARENESS OF THE IMS ACT

This helps in making staff aware of the IMS Act [step 1\(a\)](#)
Flyer: <https://bit.ly/3ZbN5Av>

PPT: Provisions and Implementation
<https://bit.ly/3WQxIKV>

Each tool is designed to address specific aspects of breastfeeding support, from policy development to staff training and mother support. By adopting these tools, your hospital can ensure that every mother receives the care and guidance she needs to successfully breastfeed her child and your hospital can become breastfeeding friendly.

Ten Steps to Successful Breastfeeding

1 HOSPITAL POLICIES

Hospitals support mothers to breastfeed by...

- Not promoting infant formula, bottles or teats
- Making breastfeeding care standard practice
- Keeping track of support for breastfeeding

World Health Organization unicef

2 STAFF COMPETENCY

Hospitals support mothers to breastfeed by...

- Training staff on supporting mothers to breastfeed
- Assessing health workers' knowledge and skills

World Health Organization unicef

3 ANTENATAL CARE

Hospitals support mothers to breastfeed by...

- Discussing the importance of breastfeeding for babies and mothers
- Preparing women in how to feed their baby

World Health Organization unicef

4 CARE RIGHT AFTER BIRTH

Hospitals support mothers to breastfeed by...

- Encouraging skin-to-skin contact between mother and baby soon after birth
- Helping mothers to put their baby to the breast right away

World Health Organization unicef

5 SUPPORT MOTHERS WITH BREASTFEEDING

Hospitals support mothers to breastfeed by...

- Checking positioning, attachment and suckling
- Giving practical breastfeeding support
- Helping mothers with common breastfeeding problems

World Health Organization unicef

6 SUPPLEMENTING

Hospitals support mothers to breastfeed by...

- Giving only breast milk unless there are medical reasons
- Prioritizing donor human milk when a supplement is needed
- Helping mothers who want to formula feed to do so safely

World Health Organization unicef

7 ROOMING-IN

Hospitals support mothers to breastfeed by...

- Letting mothers and babies stay together day and night
- Making sure that mothers of sick babies can stay near their baby

World Health Organization unicef

8 RESPONSIVE FEEDING

Hospitals support mothers to breastfeed by...

- Helping mothers know when their baby is hungry
- Not limiting breastfeeding times

World Health Organization unicef

9 BOTTLES, TEATS AND PACIFIERS

Hospitals support mothers to breastfeed by...

- Counsel mothers on the use and risks of feeding bottles, teats, and pacifiers

World Health Organization unicef

10 DISCHARGE

Hospitals support mothers to breastfeed by...

- Referring mothers to community resources for breastfeeding support
- Working with communities to improve breastfeeding support services

World Health Organization unicef

The Benefits of Becoming “Breastfeeding Friendly”

For Mothers and Babies

- **Healthier Infants:** Higher rates of breastfeeding lead to reduced infant mortality, fewer infections, and lower rates of chronic diseases.
- **Empowered Mothers:** Women who breastfeed experience lower risks of breast and ovarian cancers, reduced postpartum depression, and a stronger bond with their baby.



For the Hospitals

- **Enhanced Reputation:** Become a leader in maternal and infant care by adopting and promoting best practices.
- **Increased Patient Satisfaction:** Mothers and families prefer hospitals that support breastfeeding and provide comprehensive care.
- **Long-term Community Health:** By fostering a culture of breastfeeding, your hospital contributes to the long-term health of the community.



Call to Action

Your hospital has the opportunity to make a lasting impact on the health and well-being of mothers and babies. By adopting the WHO's Ten Steps and utilizing BPNI's tools, you can lead the way in protecting, promoting and supporting breastfeeding.

JOIN THE MOVEMENT!

BPNI Services

- We have a lot more to offer e.g. Breastfeeding Friendly Accreditation just in case you get interested. <https://www.bfhi-india.in/>
- BPNI also offers training services
<https://shorturl.at/RQ6Ch>
<https://bit.ly/3yDOJBN>



CONTACT US TODAY

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BABIES NEED
MOM-MADE
NOT MAN-MADE!