



National Baby Friendly Initiatives brief

(Hospital and Community level)

Working towards implementation of the WHO/UNICEF global recommendations on breastfeeding;

1. Initiation of breast feeding within the first 1 hour of birth
2. Promotion, protection, and support for exclusive breastfeeding for the first six months of life
3. Timely introduction of adequate, appropriate and safe complementary feeding
4. Continuation of breastfeeding for two years or beyond.
5. Optimal maternal nutrition, social and community support

BFHI

What is BFHI?

It is a global initiative that aims to give every baby the best start in life by creating health care environment that supports breastfeeding as the norm.

The two main goals of BFHI

1. To transform maternity facilities through implementation of the ten steps successful breastfeeding
2. To end the practice of distribution of free and low cost supplies of Breast Milk Substitutes to maternity wards and hospitals.

The ten steps to successful breastfeeding has been accepted as the minimum global criteria to accord status of a Baby Friendly Hospital

Where does BFHI happen?

All health facilities offering maternal, neonatal and child health services

How does BFHI work?

BFHI entails implementation of the 10 steps to successful breastfeeding

The 10 steps are categorized into 2;

- i. Critical management procedures: To ensure that care is delivered consistently and ethically
- ii. Key clinical practices: Ensuring standards for individual care of mothers and infants

Ten Steps to Successful Breastfeeding in lay terms

	Hospitals support mothers to breastfeed by ...	Because...
1. Hospital policies	<ul style="list-style-type: none"> Not promoting infant formula, bottles or teats Making breastfeeding care a standard practice Keeping track of support for breastfeeding 	Hospital policies help make sure that all mothers and babies receive the best care
2. Staff competency	<ul style="list-style-type: none"> Training staff on supporting mothers to breastfeed Assessing health workers' knowledge and skills 	Well-trained health workers provide the best support for breastfeeding
3. Antenatal care	<ul style="list-style-type: none"> Discussing the importance of breastfeeding for babies and mothers during pregnancy Providing knowledge and skills to pregnant women in how to feed their baby 	Most women are able to breastfeed with the right support
4. Care right after birth	<ul style="list-style-type: none"> Encouraging skin-to-skin contact between mother and baby immediately after birth un-interrupted for atleast one hour Helping mothers to put their baby to the breast the right away 	Placing the baby on skin-to-skin helps breastfeeding get started
5. Support mothers with breastfeeding	<ul style="list-style-type: none"> Checking positioning, attachment and suckling Giving practical breastfeeding support Helping mothers with common breastfeeding problems 	Breastfeeding is natural, but most mothers need help at first
6. Supplementing	<ul style="list-style-type: none"> Giving only breast milk unless there are medical reasons No routine supplementation Helping mothers who require replacement feeding do so safely 	Giving babies formula in the hospital makes it hard to succeed with breastfeeding
7. Rooming-in	<ul style="list-style-type: none"> Letting postnatal mothers and babies stay together day and night Making sure that mothers of sick babies can stay near their baby 	Mothers need to be near their babies to notice and respond to signs of hunger
8. Responsive feeding	<ul style="list-style-type: none"> Helping mothers know when their baby is hungry Not limiting breastfeeding times 	Breastfeeding babies whenever they are ready helps everybody
9. Bottles, teats, and pacifiers	<ul style="list-style-type: none"> Counselling mothers about the risks of feeding bottles and pacifiers 	Giving bottles, teats and pacifiers interferes with breastfeeding and may cause diarrhoeal diseases
10. Discharge	<ul style="list-style-type: none"> Referring mothers to community resources for breastfeeding support Working with communities to improve breastfeeding support services 	For mothers to succeed with breastfeeding, they need continued follow-up and support from family and community

BFCI

What is BFCI?

- A community-based initiative to protect, promote, and support OPTIMAL breast feeding and OPTIMAL complementary feeding.
- As follow-up on care upon discharge of the mother/baby pair after delivery
- Includes feeding of sick child, hygiene, early childhood stimulation, referral to MCH, HIV services
- It's an eight step strategy and complies with the BMS Act, 2012.

Why focus on BFCI?

- Community strategy in place
- 4 out of 10 mothers still deliver at home
- Mothers return to community after delivery in hospital

BFCI interventions are at household and village level with information and actions implemented at Community unit level

How does BFCI work?

- Works through existing Government structures (community health strategy)
- Includes capacity building of community level resource persons.
- Requires close links to Health systems and local authorities.
- Working within communities
- Utilizes Community Mother Support Groups (CMSG) to involve key influencers (fathers, mothers, mother-in-laws, local leaders)
- Utilizes Mother to Mother Support Groups (MtMSG) for peer support
- Multi-sectoral linkages with other sectors to address underlying causes of malnutrition

The 8 steps to BFCI

- 1 Have a written MIYCN policy summary statement that is routinely communicated to all health providers, community health volunteers and community
- 2 Train all health- care providers and community health volunteers in the knowledge and skills necessary to implement the MIYCN policy
- 3 Promote optimal maternal nutrition among women and their families
- 4 Inform all pregnant women and their families about the benefits of breastfeeding and Risks of artificial feeding
- 5 Support mothers to initiate breastfeeding within the first one hour of birth, establish and maintain exclusive breastfeeding for first six months
- 6 Encourage sustained breastfeeding beyond six months to two years or more alongside timely introduction of appropriate, adequate and safe complementary foods
- 7 Provide a welcoming and conducive environment for breastfeeding families
- 8 Promote collaboration between healthcare staff, maternal, infant and young child nutrition support groups and the local community

REPUBLIC OF KENYA



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