



Community Memorial Health System
Ventura, California

THE EFFECT OF THE BABY FRIENDLY HOSPITAL INITIATIVE ON BREASTFEEDING RATE
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ABSTRACT

Breastfeeding is the optimal food source for infants per the World Health Organization (WHO), the American Academy of Pediatrics (AAP), the College of Obstetricians and Gynecologists (ACOG), and the United States Preventative Services Task Force (USPSTF). Breastfeeding supplies an infant with adequate nutrients (with exception of vitamin D), unique bonding with the mother, and the ability to pass antibodies from mother to the baby. Our study collected data from patient charts in Allscripts EHR in order to perform a retrospective analysis of the impact of the BFHI training in regards to continuation of exclusive breastfeeding at the newborn visit, 2 months, 4 months, 6 months, and 9 months postpartum.

INTRODUCTION

It has been recommended to introduce and discuss breastfeeding prior to arrival of baby to evaluate interest, knowledge, prior experiences, barriers, and risk factors. The Baby-friendly Hospital Initiative (BFHI) was created in 1991 by the World Health Organization and UNICEF in response to this. The initiative is a global effort to implement practices that protect, promote and support breastfeeding. The goal of the course is to have more babies be breastfed exclusively for the first 6 months of life. The BFHI online course involved completing modules, detailed patient scenarios and a successful completion of an end of course exam. All nurses and physicians that are in direct contact with newborns were required to complete the training between July 1, 2017 and December 31 2017.

METHODS

Data was used from mothers self-report of breastfeeding, formula feeding, combined breast and formula feeding as well as solids. Data was separated into the following categories: exclusive breastfeeding, combined breast and formula feeding, and exclusive formula feeding. Each category could include solids. Baby's ages during data collection ranged from 0-42 weeks. Baby's ages were collapsed into newborn (less than 4 weeks), 1-3 months, 4-6 months, and 7-10 months.

RESULTS

In summary, the following cross-tabulations show that there is consistently there were higher proportions of moms who exclusively breastfed or breastfed at all from newborn age through 6 months in 2018 after the Baby Friendly Hospital Initiative was implemented; however, rates of breastfeeding were exactly the same for moms when their babies were 7-10 months old before and after the Baby Friendly Hospital Initiative was implemented.

Babies Newborn (Less than 4 weeks old) (n = 26)

	Exclusive formula feeding	Combined breastfeeding and formula feeding	Exclusive breastfeeding
n(% in initiative category)			
Before Baby Friendly Hospital Initiative (Before 2018)	1(5.6%)	5(27.8%)	12(66.7%)
After Baby Friendly Hospital Initiative (2018)	0(0%)	1(12.5%)	7(87.5%)

Babies 1-3 Months (n = 15)

	Exclusive formula feeding	Combined breastfeeding and formula feeding	Exclusive breastfeeding
n(% in initiative category)			
Before Baby Friendly Hospital Initiative (Before 2018)	5(50%)	1(10%)	4(40%)
After Baby Friendly Hospital Initiative (2018)	1(20%)	1(20%)	3(60%)

Babies 4-6 Months (n = 17)

	Exclusive formula feeding	Combined breastfeeding and formula feeding	Exclusive breastfeeding
n(% in initiative category)			
Before Baby Friendly Hospital Initiative (Before 2018)	9(60%)	0(0%)	6(40%)
After Baby Friendly Hospital Initiative (2018)	0(0%)	0(0%)	2(100%)

DISCUSSION

The BFHI has begun to make a significant impact in initiation and continuation of exclusively breastfeeding during the age of newborn to 6 months. While the sample size is small, the results are promising that further implementation of the BFHI will likely promote exclusive breastfeeding during this age. In contrast, thus far the data suggests that the BFHI does not have a significant impact on initiation and continuation of breastfeeding after 6 months of age.

Ultimately, the study is limited by the sample size and would benefit from further data collection from Midtown Medical Group and associated clinics.

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REFERENCES

- WHO
- UNICEF
- ACOG
- AAP
- USPSTF