



Baby-Friendly[®] Hospital Initiative and MIHP

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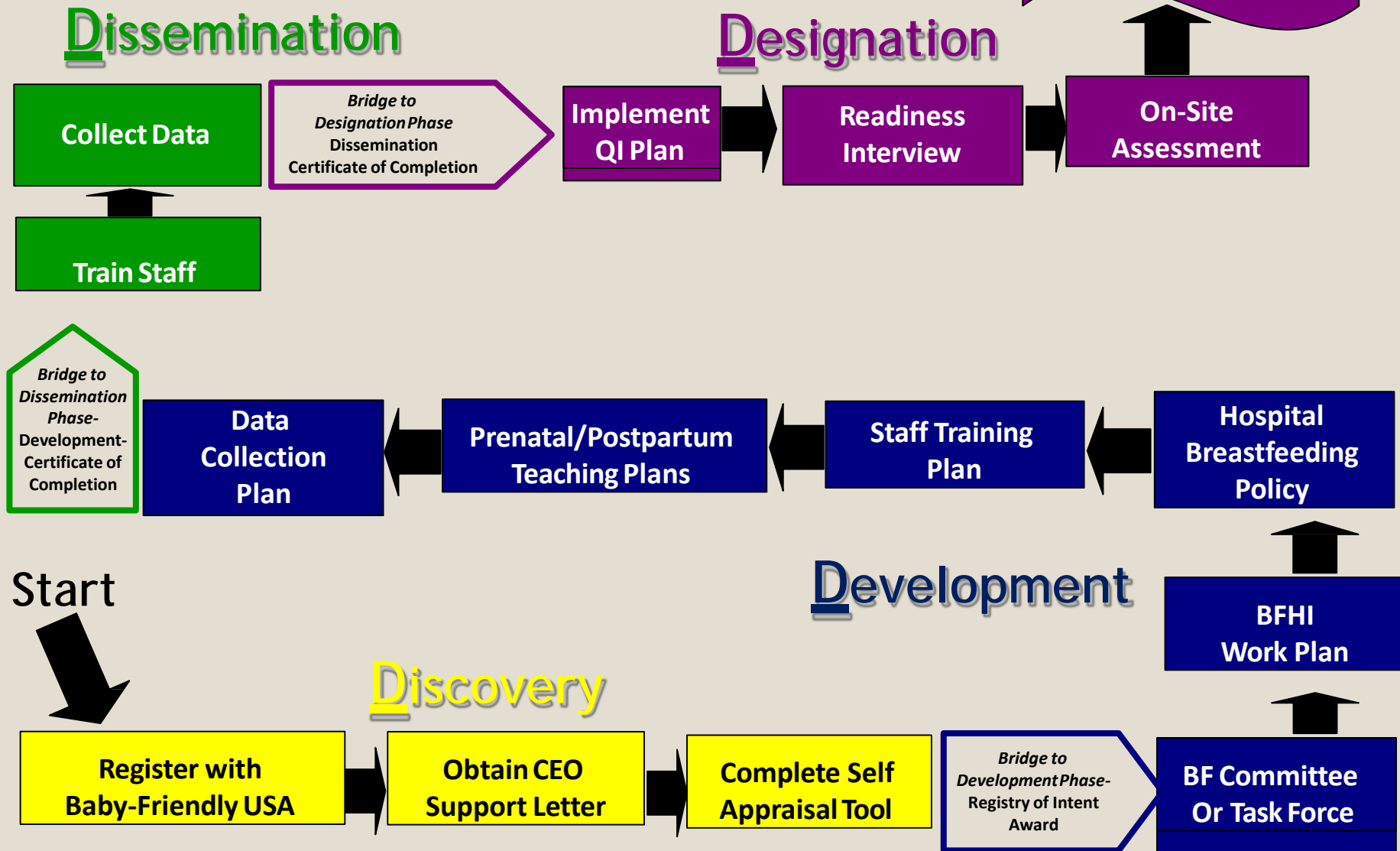
February 16, 2017

What is a Baby-Friendly® Hospital?



A birthing hospital that is a *center* for breastfeeding support.

The 4-D Pathway to Baby-Friendly Designation





Who is Baby-Friendly in Michigan?

Beaumont, Grosse Pointe

Covenant, Saginaw

Henry Ford, Jackson

Henry Ford, West Bloomfield

Providence, Novi

Providence, Southfield

Sparrow, Lansing

Spectrum Butterworth, Grand Rapids

Spectrum, Greenville

St. John, Detroit

St. John Macomb-Oakland, Warren

St. Joseph Mercy, Pontiac

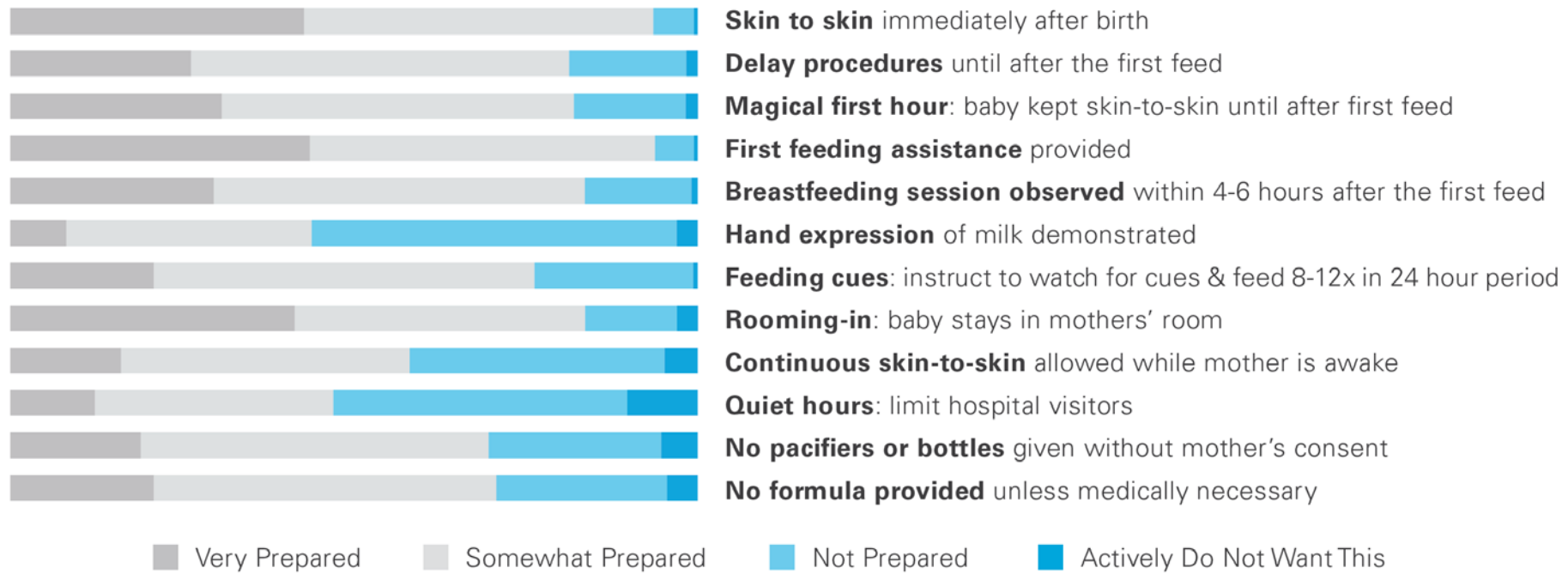
What are the 10 steps to becoming Baby-Friendly[®]?

1. Maintain a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in 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" -- allow mothers and infants to remain together 24 hours a day.
8. Encourage unrestricted breastfeeding.
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 clinic.

What steps can MIHP providers help prepare moms for *before* birth?

1. Maintain a written breastfeeding policy that is routinely communicated to all health care staff.
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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" -- allow 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 clinic.

Mother's Preparedness to Receive Evidenced-Based Practices



Hospital Staff Wish Mothers Were More Prepared for...

309 Having an engaged champion

117 Immediate skin-to-skin

96 Delayed routine procedures

176 Magical first hour

123 Seeking help with first feed

565 Basic breastfeeding knowledge

226 Hand expression

294 Feeding baby on cue: "8-12 times a day"

181 Rooming-in: baby stays in mother's room

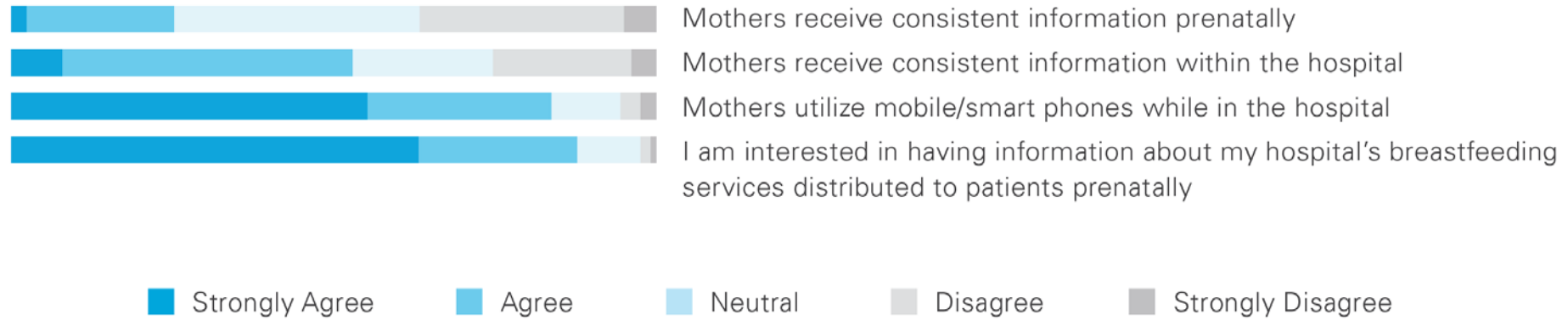
153 Continuous skin-to-skin

653 Quiet hours: limiting visitors

171 No pacifiers or bottles

207 No formula, unless medically necessary

Interest in Consistent Messaging & Prenatal Preparation



How can you inform all pregnant women about the benefits and management of breastfeeding?

We're Prepared!

Helping families get off to a great start! Use this tool to build support, learn what to expect, and share your wishes with your care team.

My Name _____ Due Date _____

Build My Team
Discuss this sheet with each person and mark the checkboxes

My Champion(s): _____ DISCUSSED ☐

My Hospital: _____ POSTPARTUM APPOINTMENTS ☐

My Doctor/Midwife: _____ DATE ☐

My Baby's Doctor: _____ DATE ☐

My WIC: _____ DATE ☐

My Home Visitor: _____ DATE ☐

Other: _____ DATE ☐

| REFERENCE | PRACTICES | MY HOSPITAL | I'M PREPARED & WANT | I RECEIVED |
|-----------------------|---|--------------------------|--------------------------|--------------------------|
| Get Ready | Let Labor Begin On Its Own | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Comfort During Labor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fall In Love | Skin To Skin Right After Birth | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Magical First Hour Without Interruptions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Help With Baby's First Feed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Delayed Routine Procedures | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Keep Baby Close | Keep My Baby In The Room With Me | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Continued Skin to Skin | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | My Quiet Hours: FROM _____ AM TO _____ PM | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Learn My Baby | Feed My Baby on Cue | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Comforting My Baby | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Nourish | Help Learning How to Breastfeed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Help Learning How to Hand Express Milk | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Protect Breastfeeding | No Pacifiers or Bottles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | No Formula (Unless Medically Necessary) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |


Care Team: Your Role
Learn more about these evidence-based practices and specific ways you can use free tools to help families prepare and succeed. visit www.collective.com and download the Collective app.

This institution is an equal opportunity provider.

Families: Learn More with a Free App!
Digital learning made easy with:

- Easy how to's
- Info for dads and other family and friends
- Lots of photos
- Benefits for each practice above

Search "Collective" in the app store.



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DUMFRIES, VA 22024

Don't Worry. Nature's Got You Covered.

When the magic day comes, Mother Nature will do most of the work for you. Follow these simple tips to help you and your baby get off to a great start!

**Fall In Love**

Skin To Skin

Place your baby on your chest, skin to skin, after birth to:

- help you bond with baby
- keep baby warm & calm
- help baby learn to breastfeed (thanks to Mother Nature!)

**Keep Baby Close**

Keep Baby in Room

Keep the baby in your room at the hospital to:

- teach baby you're mom
- allow baby to feed when ready, and more often
- help you learn when your baby wants to feed

**Learn Your Baby**

Feed Baby On Cue

Watch for signs that baby wants to feed to:

- help baby feel settled and content
- make breastfeeding easier
- help your body make breast milk quicker

**Nourish**

Latch Baby Well

Your nurse will help you find a good latch so:

- you make plenty of milk for baby
- baby gets milk more easily
- breastfeeding is comfortable for you and your baby

**Born to Breastfeed?**

Good for Babies:

- Fewer ear infections
- Less likely to become obese
- Less likely to die from Sudden Infant Death Syndrome (SIDS)

Good for Moms:

- Less likely to get breast cancer
- Less likely to have heart disease

Careful! Giving Formula has Risks:

- Your body will make less milk.
- Your baby is more likely to get sick.
- Your baby will not be as happy to breastfeed.

Your milk is the perfect food for your baby and is all he/she needs for 6 months. You can continue as long as you want after 6 months! In fact the longer you breastfeed, the healthier your baby will be.

**Collective**

Get a checklist at www.collective.com and download the FREE "Collective" mobile app.

**Co**

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How can you help moms prepare for Quiet Hours?

- Explain benefits to parents:
 - Mom and baby have worked really hard (labor) and need to rest.
 - Better bonding for the whole family.
 - Babies have small stomachs (need to eat frequently) so parents need to have designated nap times.
 - Babies can get overwhelmed easily.
 - If parents are focused on visitors, they're not focused on the baby. (trust issues)
 - Aunts, grandmas and friends may make dad feel displaced.



How can parents limit visitors in the hospital?



What are the parent's roles during the first few days?



How can you help encourage breastfeeding on demand?

Why should we feed 'on demand' or 'on cue'?

Feeding goal is at least 8 feeds in 24 hours.



PRAMS data

- Reasons why Michigan women stop breastfeeding. Can you guess?
 - #1: Not producing enough milk.
 - #2: Difficulty nursing/latching.
 - #3: Breastmilk alone did not satisfy baby.
 - #4: Breastfeeding too hard/painful/time-consuming.



By what age should weight gain be regained?

Weight Change Nomograms for the First Month After Birth

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abstract

OBJECTIVE: Clinicians expect newborns to surpass birth weight by age 10 to 14 days, yet few studies have examined the natural history of weight change in the weeks after birth. We sought to determine the distribution of weight loss and subsequent regain during the first month, the proportion not surpassing birth weight by 14 and 21 days, and whether findings differed by delivery mode.

METHODS: For 161 471 singleton neonates delivered at ≥ 36 weeks' gestation at Kaiser Permanente Northern California Medical Centers between 2009 and 2013 and weighing 2000 to 5000 g at birth, we extracted daily weights from inpatient electronic records and weights from outpatient visits in the first month. Quantile regression appropriate for repeated measures was used to estimate percentiles of weight change as a function of time after birth, stratified by delivery mode.

RESULTS: After exclusions, weight data were analyzed from 143 889 newborns (76% born vaginally). Based on percentile estimates, 50% of newborns were at or above birth weight at 9 and 10 days after vaginal and cesarean delivery, respectively. Among those delivered vaginally, 14% and 5% were not back to birth weight by 14 and 21 days, respectively. For those delivered by cesarean, 24% and 8% were not back to birth weight by 14 and 21 days, respectively.

CONCLUSIONS: It is not uncommon for newborns to be below birth weight 10 to 14 days after delivery. A larger percentage of newborns delivered by cesarean had yet to regain birth weight at every time point through 1 month.

- 24% of infants delivered by cesarean were not back to their birth weight by 14 days, 8% were not back to their birth weight by 21 days.
- Regardless of birthing method (vaginal or c/s) *only 50%* of newborns were at or above their birth weight at 9-10 days after delivery.

Size of a Newborn Stomach



Day1 blueberry
drops



Day 2 cherry
1 tsp.



Day 4 strawberry
1 ounce



Day 7 lime

Typical feeding patterns:

- Day 1: within the 1st hour, then many times throughout the 1st day.
- Day 2-3: Every hour or so, nearly continuous.
- Day 4: Patterns may begin to emerge.
- Day 5: May nurse for 140 minutes to >250 minutes/day



Bergman, N. J. (2013) Neonatal stomach volume and physiology suggest feeding at 1-H intervals. *Acta Paediatr.*
DOI: 10.1111/APA.12291

How often should a baby eat?

- Expected fluid needs are 100-150 ml/kg/day for infants \geq 4 days old.
- A 3.2 kg (7 lb.) baby should take 320 – 480 ml fluid per day.
- If the baby eats every 90 minutes = 16 feedings per day
- 16 feedings of 30 ml each = 480 ml
 - (based on average stomach size for a 5 day-old baby)
- Total of 480 ml per day for a 3.2 kg baby = 150 ml/kg/day
- Reference: Brown Handbook, Pediatric Surgery



Is there a milk supply problem?

Keep Calm & Latch On!

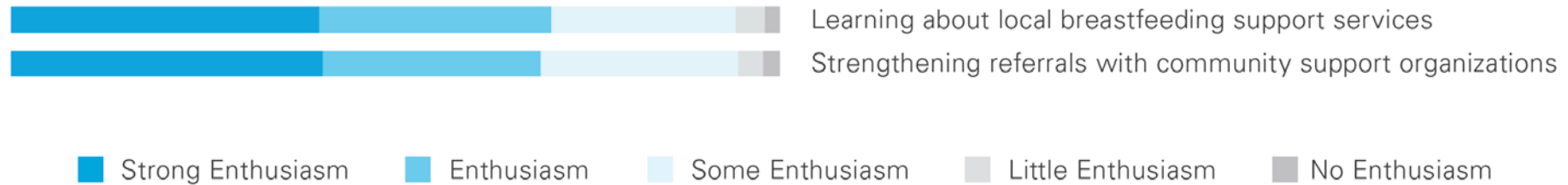
If your baby is gaining weight and having an adequate amount of wet diapers, you DO NOT have a low milk supply.

The following DO NOT indicate a low supply:

- baby nurses frequently
- baby suddenly increases the frequency and/or length of nursing sessions (AKA cluster feeding)
- baby nurses more often and is fussy in the evenings
- baby wakes frequently at night
- baby doesn't nurse as long as she did previously
- baby guzzles down a bottle of expressed milk or formula after a nursing session
- your breasts suddenly seem softer
- your breasts don't leak anymore
- you stop feeling or never felt a let-down sensation
- you get very little or no milk while pumping

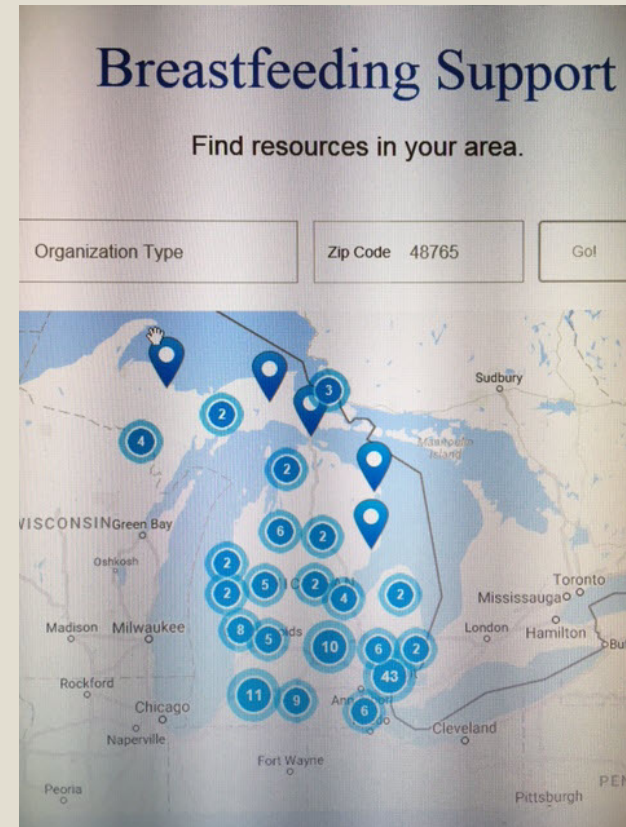
facebook.com/wemakemilk

Interest in Strengthening Referrals



How can you help moms find and join outpatient support groups?

- Coffective
- WIC



- <http://coffective.com/>

Collective Resource

Michigan-specific
breastfeeding support
groups, lactation
consultants, WIC clinics,
and home visiting.

Are you here?

Thank you for your time and attention.

If you need more information, please call:

Marji Cyrul

(517) 373-6486.

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