

Revitalization of Baby Friendly Hospital Initiative in Bangladesh

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**Welcome to the
World of Baby friendly
Initiative**



**The decline in breastfeeding in mid nineties
initiated concern and worldwide effort to
protect, promote and support breastfeeding**

**The Baby Friendly Hospital Initiative (BFHI),
was launched by James P Grant, Executive
Director of UNICEF, and Hiroshi Nakajima,
Director-General of WHO in 1991.**

- **Hospitals and maternity units set a powerful example for new mothers.**

- **This initiative was created to transform Health Care policies by restoring breastfeeding as the natural and normal practice for nurturing babies.**
- **BFHI is thus a strategy to encourage the implementation of the "Ten Steps to Successful Breastfeeding."**

- **These steps were contained in a joint WHO/UNICEF statement (1989) entitle: "Protecting, promoting and supporting breastfeeding the special role of Maternity Service" .**

The internationally defined term 'Baby-Friendly' may be used only by maternity services that have passed external assessment according to the Global Criteria for the BFHI.

Goals of BFHI

- **To transform facilities through implementation of the 'Ten Steps'.**
- **To end the practice of distribution of free and low-cost supplies of breast milk substitutes to hospitals.**
- **To accredit hospitals according to WHO/UNICEF criteria as a Baby Friendly Hospital.**

The 10 steps to Successful Breastfeeding

Every facility providing maternity services and care for newborn infants should:

- **Have written breastfeeding policy**
- **Train all health care staff**
- **Inform all pregnant women**
- **Help mothers initiate breast-feeding within a half-hour of birth.**
- **Show mothers how to breast-feed, and how to maintain lactation even if they should be separated from their infants.**

The 10 steps to Successful Breastfeeding

Every facility providing maternity services and care for newborn infants should:

- Give newborn infants no food or drink other than breast milk, unless medically indicated.
- Practice rooming-in
- Encourage BF on demand.
- Give no artificial teats or pacifiers
- Foster the establishment of BF support groups

- **Since its launching, BFHI has grown with more than 152 countries around the world.**

Global Status of Baby-Friendly Hospitals in 2009

World wide, over 20 000 hospitals are baby-friendly.
Most are in developing Countries..

• Industrialized Countries	262
➤ USA	42
➤ UK	54
• West & Central Africa	1354
• Eastern & Southern Africa	587
• Middle East & North Africa	811
• East Asia and Pacific	8747
➤ China	6312
• South Asia	1645
➤ Bangladesh	499
➤ India	1200
➤ Pakistan	35

The impact of BFHI

can be seen in -

- Capacity building and training.
- Greater public awareness.

The impact of BFHI

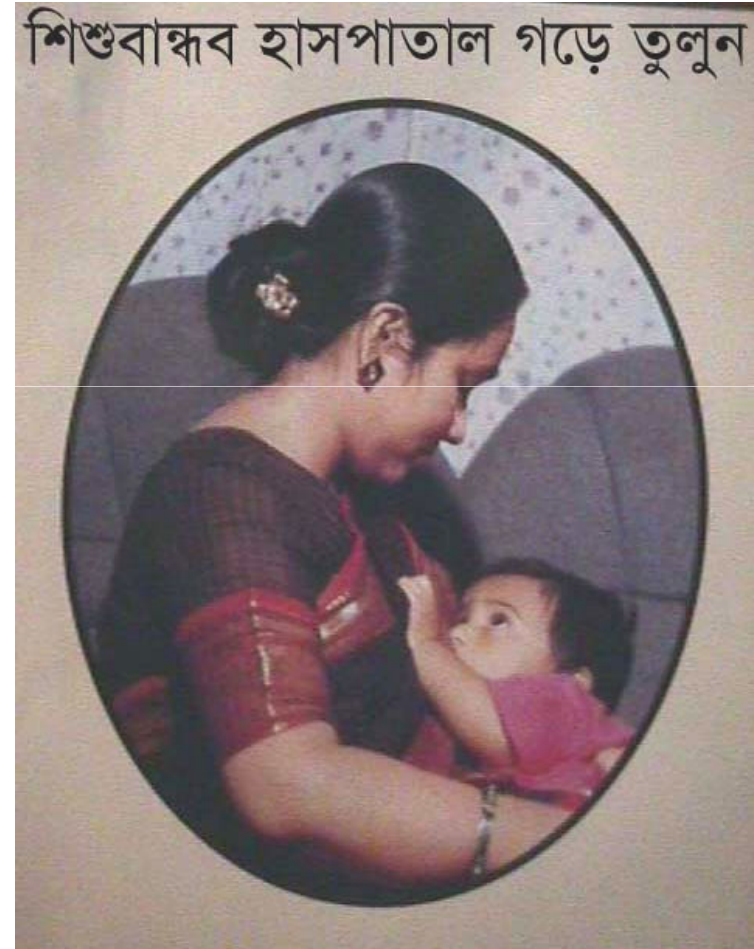
- Increased rates of exclusive BF and BF duration.
- Decreased rates of infant morbidity and mortality and
- Cost saving to the health sectors.

Process for becoming Baby-friendly hospital

- Training of the trainers (TOT).
- BFHI training of the maternity staff of the hospital.
- Change in the hospital policy and practices following 10 steps.
- Assessment and certification.

BFHI in Bangladesh

Bangladesh
Breastfeeding
Foundation (BBF) has
been playing central
role to coordinate all
the activities along
with Govt.



Implementation of BFHI

- BFHI in Bangladesh started in 1992 with Master training for the professionals in breastfeeding management.

BFHI training

A 20 hours training that includes-

- Techniques of BF
- Difficulties of BF
- Hospital practices

Policy for Bangladesh

- **A fifteen steps** policy for hospital was developed by BBF endorsed by the Govt.
- 10 steps were included in this policy.

- **Certification with award**





Step by step inclusion of the hospitals

- All the Medical colleges and some of the non govt. big hospitals were included at first level.
- Then district hospital and some city clinics.
- Upazila health complexes
- Mother and Child Welfare Centre (MCWC) are in the process
- Private hospitals

Designation of hospital by years

1992: 8

1993: 26

1994: 35

1995: 38

1996: 41

1997: 45

1998: 48

1999: 40

2000: 42

2001: 46

2002: 30

2003: 27

2004: 35

2005: 25

2006: 6

2007: 6

2011: 1

Present status of BFH

- Now there are 499 BFHs
- Out of them
 - 14** Medical College Hospitals.
 - 54** District Hospitals
 - 40** Private and Specialized Hospital
 - 330** Upazila Health Complexes.
 - 60** MCWC
 - 1** ICDDR&B

BFHI in Bangladesh: Achievement

- ❑ Out of 600 maternity services facilities 499 are Baby Friendly.**
- ❑ About 14000 health care providers have been trained.**
- ❑ Bottle feeding rate in hospitals is now low.**

In the subsequent years

**Erosion in the practices of
the Ten Steps in the BFHI
was found by different monitoring
efforts**

**In WABA GLOBAL FORUM 2 there was also
deep concern over the achieving
sustainability of BFHI**

Country wide UNICEF survey of BFHI Hospitals - 1999

- Policy displayed in **96%** hospitals
- Staff trained **78.5%**
- Antenatal care space available in **52%** hospitals
- BF Education at ANC is provided by **84%** BFH
- Postnatal help provided in **54%** BFH
- BM expression taught in **39%** BFH
- BMS feeding **10-12%** babies
- Follow-up support provided by **62%** BFH

BFHI Evaluation- 2003 & 2004 In different Divisions

- BF policy displayed in 70% hospitals.
- Doctors trained 77%.
- Nurses trained 70%.
- Hospitals have BFHI Committee 60%.
- Feeding bottle found in – 15% hospitals.
- LMC present in 06% hospitals
- Mother Support group absent.
- BF Policy displayed in 60% hospitals.
- Proportion of trained staff 50%.
- Bedding –in rate 98.
- Pre-lacteal feeding rate 05%.
- Bottle Feeding 03%.
- BF Education given in 78% hospitals.
- BF skills among mothers 15%.
- LMC – none, but 50% hospital are planning for it.

Monitoring Findings in 2005

- Number of Baby Friendly Hospital Monitored was 307
 - Medical College Hospitals 10
 - District Hospital 34
 - Upazila Health Complex's 203
 - MCWCs 34
 - Other health facilities 26

Monitoring Findings of different hospitals

Institutions	BFHI Committee	Policy	Health Education BF	Postnatal advice	BCC materials
Medical college	40%	100%	60%	30%	70%
District Hospital	38%	100%	62%	38%	24%
Upazila HC	45%	72%	80%	31%	23%
MCWC	44%	68%	74%	26%	41%

- In 2006 - monitoring of 300 BFH also showed deteriorating situation.

Challenges to Sustenance

- **Lack of effective BFHI committee to monitor 10 steps**
- **Aggressive sales promotion of BMS**
- **Frequent transfer/ change of trained staff**

**It appears that the
sustenance of the BFH
status is a challenge for
us**

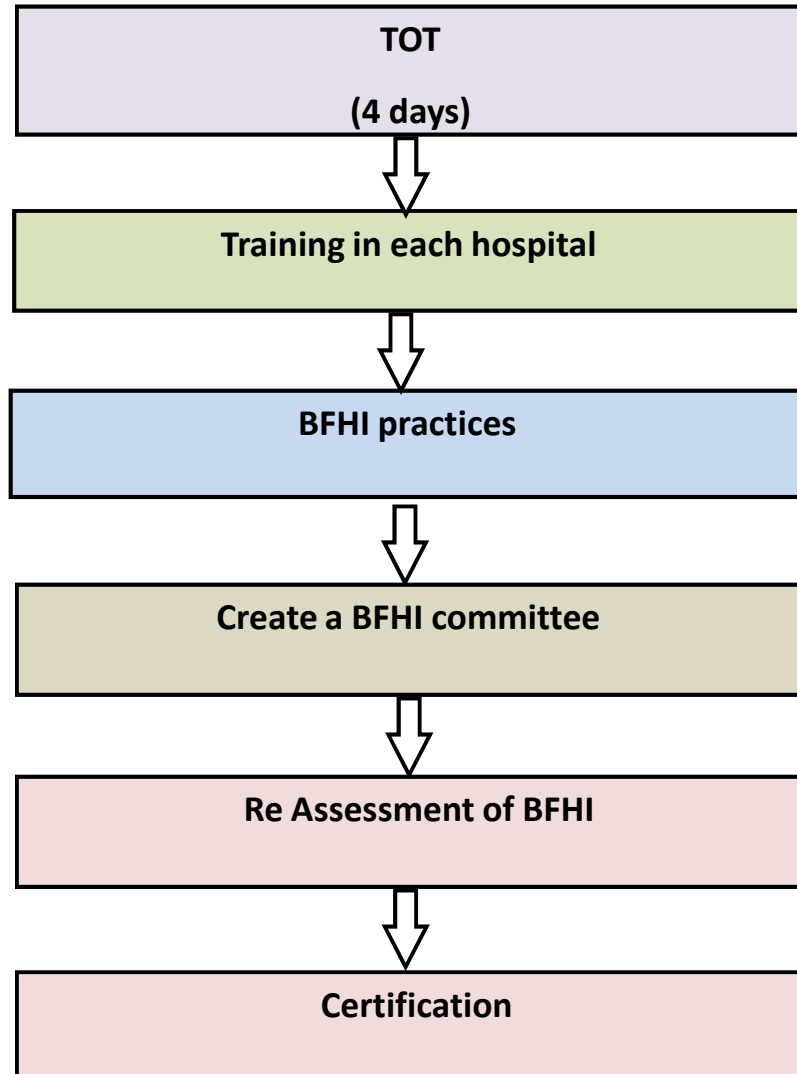
And

**REVITALIZATION of
BFH is the demand of
the time**

Revitalization of BFH in Bangladesh

**BBF now started the revitalization of 64 hospitals
with the financial support from NNS**

Flow diagram of revitalization of BFHI



Current activities in relation to revitalization of BFH

- Training of trainers for 4 days in 14 medical college hospitals and 3 big hospitals.
- These Hospitals and 47 pre-selected Upazila Health Complex (UHC) will continue BFHI training for 3 days with new participants.
- Formation of BFHI committee in each of the hospitals who got this training.

Outcomes

- 225 doctors and 90 nurses received TOT in order to form a pool of Trainer
- 49 doctors, 18 nurses and 16 health workers got BFHI training in 3 hospitals and 2 upazila health complexes

- At the end of revitalization of BFH, 3470 hospital staff will be trained all around the country.
- 14 medical colleges have formed BFHI committees. They are intended to transform facilities providing maternity services through implementation of the *ten steps for successful breastfeeding*.

Ways to sustainability

- Including BFHI in the pre-service curriculum
- Step 10—which is the only step that extends beyond hospital settings and concerns community protection, promotion, and support for breastfeeding should be well implemented and linked to the facility

Thank You

