Revitalization of Baby Friendly Hospital Initiative in Bangladesh

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Bangladesh Breast feeding Foundation
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) entitled: "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

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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
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

<table>
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<tr>
<th>Institutions</th>
<th>BFHI Committee</th>
<th>Policy %</th>
<th>Health Education BF</th>
<th>Postnatal advice</th>
<th>BCC materials</th>
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<tbody>
<tr>
<td>Medical college</td>
<td>40%</td>
<td>100%</td>
<td>60%</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>District Hospital</td>
<td>38%</td>
<td>100%</td>
<td>62%</td>
<td>38%</td>
<td>24%</td>
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<tr>
<td>Upazila HC</td>
<td>45%</td>
<td>72%</td>
<td>80%</td>
<td>31%</td>
<td>23%</td>
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<tr>
<td>MCWC</td>
<td>44%</td>
<td>68%</td>
<td>74%</td>
<td>26%</td>
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• 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

- TOT (4 days)
- Training in each hospital
- BFHI practices
- Create a BFHI committee
- Re Assessment of BFHI
- Certification
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

TOT training for Revitalization of Baby Friendly Hospital Initiatives (BFHI)
Venue: Osmani Medical College & Hospital, Sylhet
Co-sponsored by Institute of Public Health Nutrition (IPHN) & Breastfeeding Foundation (BFI)