

Childbirth Education and the Baby Friendly Initiative

Introduction

The BFI documents for Aotearoa New Zealand were revised in 2008 to come in line with the WHO International documents.

The most noticeable changes include the of interpretation for:

- Step Four (Help mothers initiate breastfeeding within a half-hour of birth is now interpreted as: Place babies in skin-to-skin contact with their mothers immediately following birth for at least an hour and encourage mothers to recognise when their babies are ready to breastfeed, offering help if needed);
- The inclusion of a standard of care for the Non-breastfeeding Mother.;
- The standards for the International Code of Marketing of Breast-milk Substitutes were strengthened in the New Zealand documents; and
- Compliance to the Treaty of Waitangi criteria was consolidated to highlight its importance for BFI in New Zealand.

As childbirth educators you will need to become familiar with the changes and reflect them in your teaching. Added direction has been added to the documents for the antenatal education curriculum.

The number of topics may seem daunting; however they are listed to ensure these subjects are covered during the programme. Some of the topics require little conversation – but they do need to be mentioned – and stressed – even if only for a couple of minutes.

For example: it is important that women understand the impact drugs, given in labour, could have on the initiation of breastfeeding. Women often do not even think of this – but certainly should be informed so they can make an informed decision about whether to have the drug or not – but also that if there is a issue with breastfeeding initiation the reason may be identifiable. So a short conversation addressing this issue must now be included within your session.

When evaluating the content of the childbirth education the BFI assessors will firstly study the written plan of the breastfeeding class to ensure the subjects are all well covered.

For instance: they will want to see – not the importance of breastfeeding for the first six months – but the importance of exclusive breastfeeding for the first six months. The word 'exclusive' is one focus of their attention – and obviously this will mean that you need to explain what 'exclusive' means! Do you know?

Are you familiar with the International Code of Marketing of Breast-milk substitutes and relevant subsequent resolutions? With the strengthening of this component within the updated documents you will need to have a good understanding of all aspects to ensure your class components meet the strict criteria.

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Visit the site below and gain a stronger knowledge of the points which could affect your commentary in class.

http://www.ibfan.org/site2005/Pages/article.php?art_id=52&iui=1

The assessment team will review the class handouts to ensure they are “Code compliant” and cover the topics you have discussed. A copy of the session programme/content will be required by the assessment team. All handouts will need to be available also for evaluation.

There are points that you may have some difficulty finding original pamphlets to distribute – just in case you cannot locate originals, or any information to format your own leaflets on a particular issue, I have included some references for you at the end of this article.

It may be that as a childbirth educator you are employed by another provider, but contracted by the facility to present the antenatal education. In this case you will not be interviewed personally. However the assessors may wish to examine the content of your classes. Consider ‘your unit’ seeking accreditation as a Baby Friendly Hospital – as such ‘your facility’ should provide education sessions (held within its premises) which comply with the Baby Friendly philosophy and uphold the policy of the unit. Be prepared, in this situation, and have your documentation and pamphlets available on request. Maybe give them to the BFHI Co-ordinator of the unit prior to the assessment.

The full list of topics to be covered in your class is:

- The facility breastfeeding policy;
- The importance of exclusive breastfeeding for the first 6 months;
- The benefits of breastfeeding;
- The effect of drugs, used in labour, on both the newborn and the initiation of breastfeeding;
- The importance of early skin-to-skin contact;
- Early initiation of breastfeeding;
- Rooming-in on a 24 hour basis including safe sleeping;
- Cue-based or baby-led feeding;
- Frequent feeding to help ensure enough breastmilk;
- Optimal positioning and attachment of baby at the breast;
- Risks of giving water, formula or other supplements to a baby in the first 6 months;
- The implications of using pacifiers, teats and bottle on the establishment of breastfeeding; and
- Breastfeeding support services in the community

Two of the subjects you are required to discuss do not require associated handouts. These are: the effect of drugs, used in labour, on both the newborn and the initiation of breastfeeding and the implications of using pacifiers, teats and bottles on the establishment of breastfeeding.

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Resources you could access:

The facility breastfeeding policy:

Obtain this from the maternity unit. You should be able to get both the full policy and the abridged copy. Mothers should be able to retain a copy for themselves if requested.

The importance of exclusive breastfeeding for the first 6 months:

'Breastfeeding Your Baby' (in 4 languages) Ministry of Health publication page 5

Try this website – you can order this booklet from the WHO directly:

http://www.who.int/child_adolescent_health/documents/nhd_01_08/en/

The benefits of breastfeeding:

'Breastfeeding Your Baby' (in 4 languages) Ministry of Health publication page 5

'Eating for Healthy Babies and Toddlers. From birth to 2 years old' page 3. Ministry of Health Code 1521

"Breastfeeding and Working" leaflet. Ministry of Health – available in several languages

"Immunobiology of Human Milk: How Breastfeeding Protects Babies." Lars A. Hanson (2004) – an excellent book.

You could download this handout also: <http://www.promom.org/101/index.html>

The effect of drugs, used in labour, on both the newborn and the initiation of breastfeeding:

Excellent books which cover all things around labour and birth practices are:

"Impact of Birthing Practices on Breastfeeding. Protecting the Mother and Baby Continuum" Mary Kroeger and Linda Smith (2004)*

"Continuity of Care in Breastfeeding. Best Practices in the Maternity Setting" Karin Cadwell and Cindy Turner-Maffei (2009)*

"Breastfeeding Made Simple. Seven Natural Laws for Nursing Mothers" Nancy Mohrbacher and Kathleen Kendall-Tackett (2005)*

Research: Intrapartum epidural analgesia and breastfeeding: a prospective cohort study. Siranda Torvaldsen, Christine Roberts, Judy Simpson, Jane Thompson and David Ellwood. *International Breastfeeding Journal* 2006, 1:24

The importance of early skin-to-skin contact

"Skin-to-skin Information Guide" - available from the New Zealand Breastfeeding Authority (NZBA) on request – send stamped self addressed envelope with number required.

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"The First Breastfeed – Natures Way" 3 minute DVD. Available from the New Zealand Breastfeeding Authority (NZBA) on request (\$15 + postage)

The three books highlighted*

Early initiation of breastfeeding:

"Breastfeeding" – pad of handouts available free from La Leche League (Bi-lingual)

The three books highlighted*

Rooming-in on a 24 hour basis including safe sleeping:

"The Importance of Rooming-In" pamphlet. This resource will be available shortly from the New Zealand Breastfeeding Authority (NZBA) on request – send stamped self addressed envelope with number required.

The three books highlighted*

Cue-based or baby-led feeding:

"Breastfeeding Your Baby" (in 4 languages) Ministry of Health publication page 12

The three books highlighted*

Frequent feeding to help ensure enough breastmilk:

"Breastfeeding Your Baby" (in 4 languages) Ministry of Health publication page 12

"Breastfeeding You can do it" page 3 and 4 Ministry of Health Code 9015

"Breastfeeding" – pad of handouts available free from La Leche League (Bi-lingual)

"Continuity of Care in Breastfeeding. Best Practices in the Maternity Setting" Karin Cadwell and Cindy Turner-Maffei (2009)*

"Breastfeeding Made Simple. Seven Natural Laws for Nursing Mothers" Nancy Mohrbacher and Kathleen Kendall-Tackett (2005)*

Optimal positioning and attachment of baby at the breast:

"Breastfeeding Your Baby" (in 4 languages) Ministry of Health publication page 6 – 11

"Breastfeeding You can do it" page 2 and 8 Ministry of Health Code 9015

"Breastfeeding" – pad of handouts available free from La Leche League (Bi-lingual)

"Continuity of Care in Breastfeeding. Best Practices in the Maternity Setting" Karin Cadwell and Cindy Turner-Maffei (2009)*

"Breastfeeding Made Simple. Seven Natural Laws for Nursing Mothers" Nancy Mohrbacher and Kathleen Kendall-Tackett (2005)*

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Risks of giving water, formula or other supplements to a baby in the first 6 months:

Download the page "Just One Bottle" by Marsha Walker on this link:

[Http://www.naba-breastfeeding.org/Just%20one.pdf](http://www.naba-breastfeeding.org/Just%20one.pdf)

The implications of using pacifiers, teats and bottle on the establishment of breastfeeding

"Breastfeeding" – pad of handouts available free from La Leche League (Bi-lingual)

Research: "Cup versus bottle feeding for hospitalized late preterm infants in Egypt: A quasi-experimental study". *International Breastfeeding Journal*, 2008, 3:27

Breastfeeding support services in the community:

Obtain the list of local support groups from the facility to hand out in your classes.

Breastfeeding Your Baby (available in 4 languages) Ministry of Health publication page 15 and 16 "Breastfeeding You can do it" page 8 Ministry of Health Code 9015

- "Eating for Healthy Babies and Toddlers". From birth to 2 years old' page 11. Ministry of Health Code 1521
- "Breastfeeding and Working" leaflet. Ministry of Health – available in several languages

The NZBA have also produced a "Breastfeeding Wheel" which covers (albeit briefly) all topics necessary to cover for the BFHI purposes. This unique resource can be acquired from the NZBA at the cost of \$2 plus postage. (Postage would cover more than one in an envelope)

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