

## **Childbirth Education and the Baby Friendly Initiative Introduction**

As childbirth educators you will need to become familiar with the BFCI Documents for Aotearoa New Zealand and reflect them in your teaching.

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 an 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 NZBA will 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 subsequent relevant World Health Assembly resolutions? You will need to have a good understanding of all aspects to ensure your class components meet the strict criteria.

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

[http://www.unicef.org.uk/Documents/Baby\\_Friendly/Guidance/guide\\_int\\_code\\_health\\_professionals.pdf](http://www.unicef.org.uk/Documents/Baby_Friendly/Guidance/guide_int_code_health_professionals.pdf)

The posters displayed, handouts and any materials offered to the class will be assessed to ensure they are "Code compliant" and cover the topics identified in the standards for Point Three. 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, we 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 service to present the antenatal education. In this case you may not be interviewed personally. However the assessors will need to

examine the content of your classes. Consider 'your service' seeking accreditation as a Baby Friendly service – as such 'your service' should provide education sessions (held within its premises) which comply with the Baby Friendly philosophy and uphold the policy of the service. Your documentation and pamphlets will be forwarded to the NZBA prior to assessment and available to view by the assessment team on request. Forward them to the BFCI Co-ordinator of the service at least eight weeks prior to the assessment.

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

- The Breastfeeding Policy of the service;
- The importance of exclusive breastfeeding for the first 6 months;
- The importance 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 and unsafe sleep practices;
- Responsive (Cue-based) feeding;
- Frequent feeding to help ensure enough breastmilk;
- Optimal positioning and attachment of baby at the breast;
- Implications 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.

### **Resources you could access:**

#### **The service Breastfeeding Policy:**

You should display, discuss and have available a copy of both the full policy and the abridged copy. Women should be able to retain a copy of the abridged policy for themselves if requested.

#### **The importance of exclusive breastfeeding for the first 6 months:**

'Breastfeeding Your Baby' (in 4 languages) New Zealand Ministry of Health publication (Revised 2013) WHO 0075

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

[http://www.who.int/child\\_adolescent\\_health/documents/nhd\\_01\\_08/en/](http://www.who.int/child_adolescent_health/documents/nhd_01_08/en/)

'Optimal duration of exclusive breastfeeding' (Review)  
Kramer MS, Kakuma R (2009) – Cochrane Review

### **The importance of breastfeeding:**

- 'Breastfeeding Your Baby' (in 6 languages) New Zealand Ministry of Health publication (Revised 2013) WHO 0075  
<https://www.healthed.govt.nz/resource/breastfeeding-your-baby---english-version>
- 'Eating for Healthy Babies and Toddlers. From birth to 2 years old' page 3. New Zealand Ministry of Health Revised April 2013. 04/2013. Code HE1521.
- "Immunobiology of Human Milk: How Breastfeeding Protects Babies." Lars A. Hanson (2004) – an excellent book.
- "Breastfeeding and Working" New Zealand Ministry of Health Code HE2106 (Revised December 2012)
- 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)\*

### **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 of pamphlets required.
- "The First Breastfeed – Natures Way" a 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 and unsafe sleep practices:**

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

- The three books highlighted\*

### **Responsive (cue-based) or feeding:**

- 'Breastfeeding Your Baby' (in 6 languages) New Zealand Ministry of Health publication (Revised 2013) WHO 0075
- The three books highlighted\*

### **Frequent feeding to help ensure enough breastmilk:**

- 'Breastfeeding Your Baby' (in 6 languages) New Zealand Ministry of Health publication (Revised 2013) WHO 0075
- "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)\*Book
- "Breastfeeding Made Simple. Seven Natural Laws for Nursing Mothers" Nancy Mohrbacher and Kathleen Kendall-Tackett (2005)\* Book

### **Optimal positioning and attachment of baby at the breast:**

- 'Breastfeeding Your Baby' (in 6 languages) New Zealand Ministry of Health publication (Revised 2013) WHO 0075
- "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)\*Book
- "Breastfeeding Made Simple. Seven Natural Laws for Nursing Mothers" Nancy Mohrbacher and Kathleen Kendall-Tackett (2005)\* Book

### **Implications 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>

### **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
- "Pacifier Restriction and Exclusive Breastfeeding" Laura R. Kair, Daniel Kenron, Konnette Etheredge, Arthur C. Jaffe and Carrie A. Phillipi *Pediatrics* 2013;131;e1101

### **Breastfeeding support services in the community:**

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

- "Breastfeeding Your Baby" (in 6 languages) New Zealand Ministry of Health publication (Revised 2013) WHO 0075

- "Eating for Healthy Babies and Toddlers. From birth to 2 years old" page 3. New Zealand Ministry of Health Revised April 2013. 04/2013. Code HE1521.
- "Breastfeeding and Working" New Zealand Ministry of Health Code HE2106 (Revised December 2012)

The NZBA have also produced a "Breastfeeding Wheel" which covers (albeit briefly) many of the topics. 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)

**Breastfeeding in the Workplace:**

<http://www.dol.govt.nz/er/holidaysandleave/parentalleave/infantfeeding/breastfeeding.pdf>

**Breastfeeding support/information websites:**

<http://www.kidshealth.org.nz/>

<https://www.health.govt.nz/your-health/healthy-living/babies-and-toddlers/breastfeeding/benefits-breastfeeding>