Baby-Friendly Hospital Initiative: Experience in the United States of America

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United States of America
Accrediting body and national authority in U.S.

Not-for-profit organization

1996: First U.S. hospital designated

1996 - 2011: Slow, steady increase in the percent of U.S. births that occur in Baby-Friendly designated facilities
Call to Action to Support Breastfeeding

- Seeks to make it possible for every woman who wishes to breastfeed to be able to do so
  - Call to action for families, communities, health care, employers, and public health professionals

- Action 7: “Ensure that maternity care practices throughout the U.S. are fully supportive of breastfeeding”
  - Accelerate implementation of the Baby-Friendly Hospital Initiative (BFHI)
Accelerate Implementation of BFHI

- Two nationwide programs
  - Over 180 U.S. hospitals enrolled

- Goals
  - Implement Ten Steps to Successful Breastfeeding
  - Increase number of BFHI hospitals in the U.S.

- Method
  - Learning collaboratives
  - Quality improvement
Implementation Challenges

- Step 2: Train all health care staff in skills necessary to implement the breastfeeding policy.

- Step 3: Inform all pregnant women about the benefits and management of breastfeeding.

- Step 10: Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital.
Lessons Learned Overcoming Implementation Challenges

- Quality improvement science
  - Collect data on process and outcome measures
  - Monitor maternity care practices over time
- Collaboration between hospitals and community stakeholders
Percent of U.S. births occurring in Baby-Friendly facilities

- 4.2% (Dec 2010)
- 19.1% (Oct 2016)

Percent of annual U.S. live births
THANK YOU!

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