Introduction to the
Updated Guidance on Protection, Promotion, and Support of Breastfeeding in Maternity Facilities

Laurence M. Grummer-Strawn, PhD
WHO Department of Nutrition for Health and Development
Why Updated Guidance is Needed?

- Tremendous successes over 25 years
  - Over 20000 facilities designated
  - Reflected in **global health policy**
  - Clear impact on breastfeeding

- Escamilla-Perez (2016) reviewed 58 studies and demonstrated that adherence to the Ten Steps impacts breastfeeding rates
Early cessation of breastfeeding declines with adherence to the Ten Steps

DiGirolamo et al. 2008
Why Updated Guidance is Needed?

• Key challenges both for facilities and countries
  – Ownership
  – Voluntary nature
  – Funding
  – Costs of training
  – Costs of assessment
  – Staff workload
Timing of BFHI designations and redesignations, PAHO

Timing of BFHI designations and redesignations, PAHO
Why Updated Guidance is Needed?

- New WHO process for guidelines
- Last update written in 2006-2007
- Silver anniversary
Process for Development of Guidance

• Steering committee established in WHO and UNICEF in 2015

• Scope
  – Maternity facilities only
  – Includes preterm and low birthweight newborns

• Two aspects
  – Guidelines on patient care
  – Implementation guidance for national programmes
Guidelines on patient care

• Process governed by WHO Guidelines Review Committee
• Guidelines Development Group (GDG)
• Key inputs:
  – 21 systematic literature reviews on Ten Steps
  – Systematic review of provider perspectives
• Meetings in April and November 2016
Implementation guidance for national programmes

- External Review Group (ERG)

- Key inputs:
  - Case-studies
  - Key informant interviews
  - Global survey
  - Review of key documents

Meetings in December 2015, April 2016, October 2016
Process for Development of Guidance

Patient Care Guidelines

Implementation Guidance

Review at BFHI Congress

Draft Guidance

Peer review

Public comment

Final Guidance
Key principles driving changes

- Integrated people-centred health services
- Improving quality of care
- Strengthening health systems
Key points in the new guidance

• BFHI should be responsibility of every maternity facility
• Countries need to establish national standards of care
• Must include private facilities, not just public
• Must be integrated with other health care improvement and quality assurance initiatives
• Incentives other than designation are encouraged
• Regular internal monitoring is a crucial element
• External assessment needs to be streamlined enough to be manageable within existing resources
Discussion at BFHI Congress

• Four presentations on draft guidance
  1. Implementation in maternity facilities
  2. Setting national health care standards
  3. National implementation
  4. National leadership and coordination

• Following each presentation
  • Q&A
  • 9 working groups
  • Feedback in plenary
Thank you