

# AKWIC

BREASTFEEDING SUPPORT SERVICE

MARCH 2016

Without Ten Steps Care, 3 out of 10 moms fail to meet their personal breastfeeding goals



Alaska has two hospitals with the Baby Friendly designation-

- Providence Alaska Medical Center in Anchorage
- Bartlett Regional Hospital in Juneau

Although it would be great if there were more Baby Friendly designated hospitals in Alaska, it is not all or none for the Ten Steps. When more of the Ten Steps are in place at any hospital, mothers breastfeed longer.

## Baby Friendly Hospitals

### What are they and how can they help?

The Baby Friendly Health Initiative (BFHI) is a joint UNICEF and the World Health Organization (WHO) project that aims to give every baby the best start in life by creating health care environments where breastfeeding is the norm and practices known to promote the health and wellbeing of all women and babies are followed. 'Baby Friendly' accreditation is a quality assurance measure that demonstrates a commitment by the facility to offer the highest standard of maternity care.

To be designated a Baby Friendly Hospital they must have the **TEN STEPS to Successful Breastfeeding in place:**

- 1. Have a written breastfeeding policy.**  
Consistent care, information and advice. Staff in maternity and pediatric units have a written policy, which they understand and follow.
- 2. Train all health care staff to implement the policy.**  
Consistent and skilled help with breastfeeding. Staff are required to be able to support women who wish to breastfeed.
- 3. Inform all pregnant women about the benefits and management of breastfeeding.**  
Informing pregnant women about the benefits and management of breastfeeding allows them to make an informed feeding choice.
- 4. Help mothers initiate breastfeeding within one hour of birth.**  
Babies are not unnecessarily removed from mothers at birth, encouraging the instinctive seeking and suckling behaviors as well as early bonding between mother and baby. When mother and baby need to be separated the mother is helped with expressing her milk and the expressed milk is given to the baby.
- 5. Show mothers how to breastfeed and how to maintain lactation.**  
Getting good breastfeeding help from the beginning is a key factor in the success of breastfeeding and duration of breastfeeding.
- 6. Give newborn infants no food or drink other than breastmilk.**  
Mother's milk is valued. No food or drink other than breastmilk is given to protect milk supply and give babies the best nutritional start.
- 7. Allow mothers and infants to remain together 24 hours a day.**  
The relationship between the mother and baby is protected, as the mother better understands and responds to her child, she is more satisfied in her role as a mother. This is known as "rooming in."
- 8. Give no pacifiers or artificial nipples.**  
Again breastfeeding is valued. Artificial nipples and pacifiers are avoided to help breastfeeding to get off to the best possible start.
- 9. Encourage breastfeeding on demand.**  
Breastfeeding on demand establishes a good milk supply and helps families realize that feeding on demand is normal and healthy. This is also a great time to teach families feeding cues and baby behaviors.
- 10. Foster breastfeeding support groups and refer mothers to them.**  
Support groups provide a great place for mothers to see other mothers breastfeed, ask questions and help them meet their breastfeeding goals.

Information summarized from [Baby-Friendly USA](#), [Australian Breastfeeding Association](#) and [Academy of Breastfeeding Medicine](#).

## A Timeline of a Baby's First Hour

Researchers from Sweden studied videos of babies in their first hour of life. The researchers watched how newborns instinctually behave, when left to their own devices and nestled skin-to-skin on their mothers' chests. Here is what the first hour and ten minutes of life looks like:

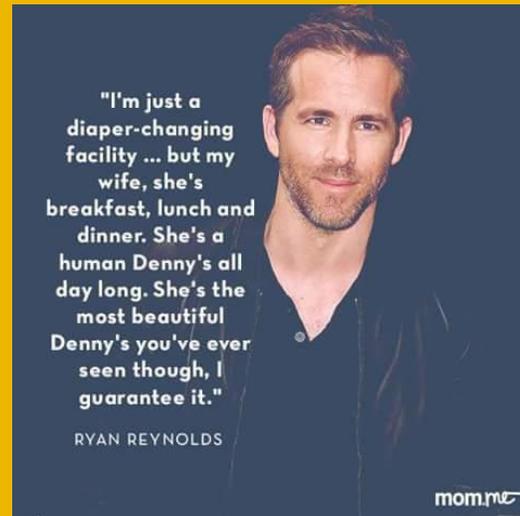
- **Minute 0:** Babies wail a robust, angry birth cry that helps wake up the lungs.
- **Minute 2:** After all that wailing, babies spend less than a minute relaxing, holding perfectly still on their mothers' chests. The authors speculate that this silent, still break might have evolved to keep babies hidden from predators.
- **Minute 2.5:** As they start to wake up, newborns open their eyes for the first time. Babies gradually start moving their heads and mouths.
- **Minute 8:** Babies become even more active, keeping their eyes open for five minutes or longer at a time. During this active phase, newborns seem to grow interested in eating, looking at their mothers' faces and breasts, making sweet little "hungry" noises and moving their hands toward their mouths.
- **Minute 18:** That was exhausting. Time for another rest.
- **Minute 36:** Recharged newborns really kick it into high gear and begin scooting toward their mothers' breasts, relying heavily on a sense of smell to navigate.
- **Minute 62:** Babies nurse, most likely getting small amounts of colostrum, a pre-milk substance packed with protein and immune molecules. This early suckling stimulates the breasts to make milk and also helps mom's uterus contract back to its pre-pregnancy size.
- **Minute 70:** Babies fall asleep for a well-deserved break.

This type of study could be very helpful in seeing what is natural for babies and what is the best way to help mother and babies succeed.

The full article that mentions this study can be found at [Science News](#).

## BFPC Training Teleconference

Our next call is Thursday, March 31<sup>st</sup> at 9:30 am. We will be talking more about Baby Friendly Hospitals, some recent controversy about some of the Ten Steps and ways we can support our moms at birth.



[Breastfeeding Mama Talk](#)

### Scope of Practice Reminder

#### **When does a peer counselor need to refer a mom to a designated breastfeeding expert or IBCLC?**

Peer counselor should make an immediate referral when they encounter the following:

- Breastfeeding problems outside the normal breastfeeding experience;
- Breastfeeding problems that are not resolved within 24-48 hours of their intervention; or
- Problems in an area other than breastfeeding.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Our Facebook page for Alaska WIC Breastfeeding Peer Counselors is a great way to communicate, share ideas and keep connected. Check our page often, share relevant posts and feel free to ask questions to your fellow peer counselors.

If you are a Breastfeeding Peer Counselor for Alaska WIC and have not been invited to join our Facebook page please contact Danielle Rybicki at [drrybicki@uaa.alaska.edu](mailto:drrybicki@uaa.alaska.edu). This group is only for active Peer Counselors.

If you have any questions or ideas for future newsletter topics contact

Danielle Rybicki at [drrybicki@uaa.alaska.edu](mailto:drrybicki@uaa.alaska.edu).

# EDUCATION CORNER

## Baby Friendly Hospitals Crossword

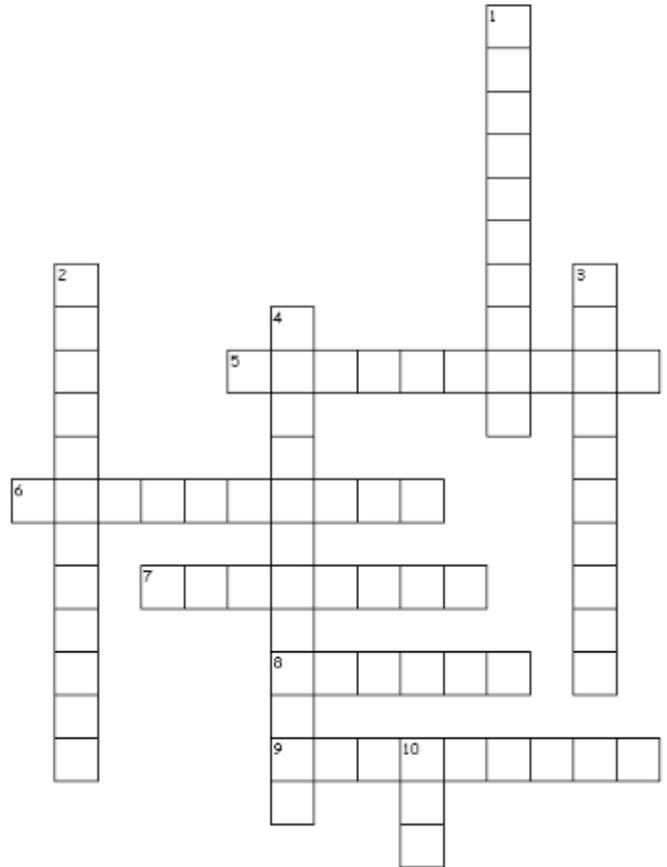
Complete the puzzle below and the answers will be sent out later in April to check your work.

### Across:

- To be \_\_\_\_\_ as a baby friendly hospital it must have all ten steps in place.
- One benefit of a designated Baby Friendly hospital is that the staff is trained in breastfeeding support and provides \_\_\_\_\_ care.
- Sharing with women the benefits of breastfeeding allows them to make an \_\_\_\_\_ feeding choice.
- Breastfeeding on demand helps establish a good milk \_\_\_\_\_.
- Step four assures that breastfeeding is \_\_\_\_\_ within one hour of birth.

### Down:

- Step eight states to give no pacifiers or \_\_\_\_\_ nipples and this helps breastfeeding to get off to the best possible start.
- One goal of the Baby Friendly Health Initiative is to create health care \_\_\_\_\_ where breastfeeding is the norm.
- When any of the ten steps are in place, mothers \_\_\_\_\_ longer.
- Rooming in protects the \_\_\_\_\_ between the mother and baby.
- \_\_\_\_\_ hospitals in Alaska have the Baby Friendly designation.



Reading this newsletter and completing the education offering for the month is worth one continuing education hour for WIC BFPCs and CPAs. Continuing education hours are tracked at your local agency. [Click here](#) for a form to track your continuing education.