

THE BFHI NETWORK

Who we are

The Baby-Friendly Hospital Initiative Network (BFHI Network) is an independent, international, not-for-profit, membership organization, incorporated in the country of Canada.

Our Goals

To ensure that all mothers and their infants throughout the world receive the evidence-based care practices embodied in the Ten Steps to Successful Breastfeeding through the complete implementation of the WHO/UNICEF Baby-Friendly Hospital Initiative and its expansion programs

An international network association

Supporting Breastfeeding Care Best Practices

Mutual Support for BFHI country teams

Supporting and Monitoring the implementation of the BFHI

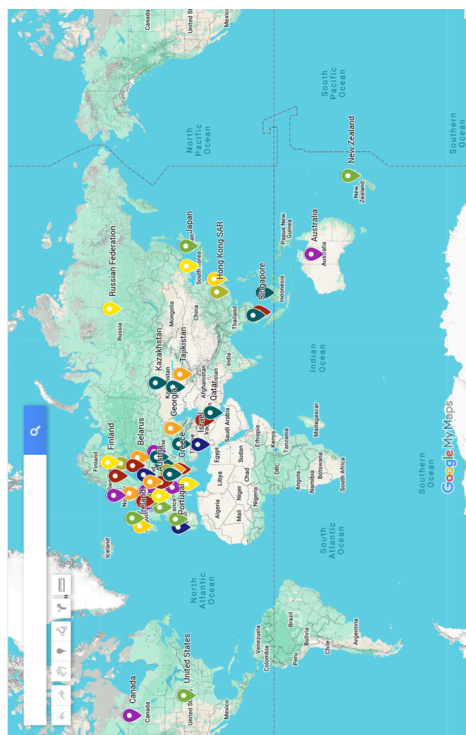


HOW TO CONTACT US

You can read more about us at:
www.bfhinetwork.com



www.bfhinetwork.com



Participating countries

THE BFHI WORKING FOR THE BEST START IN LIFE

www.bfhinetwork.com



THE BABY-FRIENDLY HOSPITAL INITIATIVE

The Baby-Friendly Hospital Initiative (BFHI) is a structured, comprehensive, quality improvement strategy by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF).

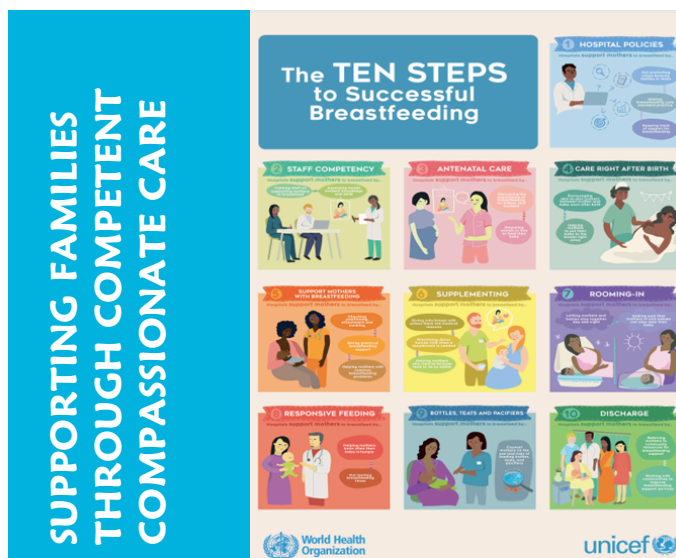
The Initiative aims for all maternity facilities worldwide to offer the best practices of care that support families' informed infant feeding goals and protect them from unethical marketing practices from the baby food industry.

By becoming Baby-Friendly accredited, maternity facilities advance through a transformative path. They reevaluate and change long-standing policies and practices. Competency verification, monitoring, and quality improvement teams are established to implement and sustain the new practices. BFHI national authorities offer helpful tools to tackle this challenge. External assessments ensure that practices are implemented. Accreditation offer reassurance to families

THE INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES

Families need commercial free, objective information, to make infant feeding decisions. All forms of promotion for breast-milk substitutes (BMS), feeding bottles and teats or inappropriate promotion for foods for infants and young children 6-36 months old are prohibited.

Advertisements of any kind, free samples, sale devices, discount coupons, and donations to families are banned. Formula Industry must not contact directly with mothers and families, Health professionals' work must not be influenced by commercial interests. Healthcare professionals and healthcare facilities must not accept any type of funding nor training from the Formula Industry.



Step 1. Policies

- 1a. Compliance with the International Code of Marketing of Breast-milk Substitutes
- 1b. Infant feeding policy that protects breastfeeding
- 1c. Ongoing monitoring and data-management systems

Step 2. Competent staff to support breastfeeding

Step 3. Antenatal breastfeeding management information for families

Step 4. Immediate uninterrupted skin-to-skin contact & breastfeeding

Step 5. Support breastfeeding initiation

Step 6. Support exclusive breastfeeding

Step 7. Enable mothers and infants to remain together & rooming-in 24 h

Step 8. Support breastfeeding on cues

Step 9. Counsel on the use and risks of feeding bottles, teats and pacifiers

Step 10. Access to ongoing support and care at discharge

The Ten Steps summarize practices of care that are implemented at Baby-Friendly accredited Maternities. They should be adopted globally as standards of care.



The first few hours and days of a newborn's life are a critical window for establishing lactation and providing mothers with the support they need to breastfeed successfully. WHO/UNICEF 2018

Breastfeeding is critical for achieving global goals on nutrition, health and survival, economic growth and environmental sustainability. WHO 2018

The baby friendly hospital initiative represents a global effort to support breastfeeding. After the Baby-Friendly Hospital Initiative interventions were concluded, we found significant improvements in the breastfeeding attitudes of healthcare professionals and in breastfeeding-related care practices. Mäkela 2022

Countries are called upon to implement nine key responsibilities of a national BFHI program. WHO 2018

GOVERNMENTS MUST MAKE PROGRESS TOWARDS FULL SCALE UP AND UNIVERSAL COVERAGE OF THE BFHI IN ALL PUBLIC AND PRIVATE FACILITIES. WHO 2020