

CHAPTER 8

Baby-Friendly Hospital Initiative

The Baby-Friendly Hospital Initiative (BFHI), launched in 1991, has been called UNICEF's most successful initiative. The 10 Steps to Successful Breastfeeding, the foundation of the BFHI, are reviewed and revised periodically to incorporate new research and practices. The 2009 BFHI is currently in use in over 20,000 maternity facilities across the world. After a 2-year rigorous review of evidence and collaborative discussions, the WHO and UNICEF released a thorough update of the BFHI in 2018.

The evidence is found in the Guideline: <https://www.who.int/publications/i/item/9789241550086>

The Implementation Guidance is here: <https://www.who.int/publications/i/item/9789241513807>

The 2018 Guidance has several important changes from the 2009 version. The major changes are in **bold**:

- Step 1: Facility Management
 - a. **International Code of Marketing of Breast-Milk Substitutes**
 - b. Written breastfeeding policy
 - c. **Internal monitoring**

Step 2: Staff competency (competencies vs. hours of training)

Step 3: Antenatal (prenatal) information

Step 4: Immediate postnatal care (immediate skin-to-skin)

Step 5: Support with breastfeeding

Step 6: Supplementation (exclusive breastfeeding unless medical need)

Step 7: Rooming-in

Step 8: Responsive feeding (feed on cue, not schedules)

Step 9: Feeding bottles, teats, and pacifiers (**counsel mothers**)

Step 10: Care at discharge (referral to community sources)

Step 2 reflects a major paradigm shift. The 2009 Step 2 was “Train all health-care staff in the skills necessary to implement this policy” with a requirement of a specific number of hours of training on a set of required topics. The 2018 Step 2 is “Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.”

To support implementation of the new focus of Step 2, a team of five volunteers collaborated with WHO and UNICEF to create the *Competency Verification Toolkit* with 16 competencies measured by 64 performance indicators. The developers realized that many maternity facilities implement the BFHI by focusing on one step at a time, but training or educational programs may elect to focus on the core competencies in a different way. The Toolkit includes both the 10-Step framework and the Domain/Competency framework. The competencies and indicators are the same in both frameworks; only the grouping differs.

The Toolkit contains the overview/main document and several online annexes:

Annex A: Competency Verification Form (sorted by Domain and Competency)

Annex B: Competency Verification Form (sorted by BFHI Step)

Annex C: Examiners Resource (sorted by Domain and Competency)

Annex D: Examiners Resource (sorted by BFHI Step)

Annex E: Multiple-Choice Questions (PI# identified)

Annex E: Multiple-Choice Questions (Answer Key)

Annex E: Excel spreadsheet with all multiple-choice questions, answers, and indicators.

Annex F: Case Studies

Annex G: Observation Tools

All of the elements of the Toolkit are online and available to the public at <https://www.who.int/publications/i/item/9789240008854>.

This chapter provides another unique set of multiple-choice questions based on the Toolkit's Performance Indicators and includes additional indicators developed for use in the United States by Baby-Friendly USA in July 2021. These questions can be used for staff screening, training courses, in-service, or self-assessment.

The questions and answers in this chapter were created specifically for this book and have not been verified or approved by any entity or organization.