

Breastfeeding the Baby Friendly Way

Changing Practice to Support Exclusive Breastmilk Feeding

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Ride the Wave !!!

- Get ready to work hard and dedicate yourself to changing traditional practice
- Get your administrators behind you
- Get the support of your chairmen of Obstetrics and Pediatrics
- Find supportive Physician Champions

Use Available Resources

- USBC: Implementing the Joint Commission Perinatal Care Core Measure on Exclusive Breast Milk Feeding (revised PART II)
- ABM Protocols
- BFUSA Materials

Educational Resources

- Breastfeeding for Professionals – Jane Morton, MD
- UVA Resident Training – 7 free CME's
- Jones and Bartlett nursing education

Change.....

- Your policies
- Your practices and protocols
- Your patient education and expectations

Buy-In Basics

- Differences between human milk and formula
- Normal feeding volumes 1st 24-48-72 hours
- “just one bottle” DOES make a difference
- Moms can rest as well or better with baby in the room

More Change.....

- Start skin to skin birth care
- Start Rooming In
- Stop separating moms and babies
- Stop supplementation for convenience

Teach.....

- Demand feeding
- Early feeding cues
- Avoid bottles, pacifiers
- Alternative feeding methods, if needed
- Plan for rest
- Cluster feeds

Exclusive Breast milk Feeding

- Beef up your documentation
- Look for patterns
- Change practice and work flow
- Get nursing on board to solve challenges

Make it a JCAHO Perinatal Core Measure at your facility

- Becomes a quality indicator
- Help with data collection
- Highlights its' importance
- Sets goals for performance improvement

Questions?

Thank you!