

BABY FRIENDLY HOSPITAL INITIATIVE (BFHI)

Created & promoted by WHO & UNICEF for encouraging proper infant feeding practices

- Package of policies that facilitates maternity & newborn services to support breastfeeding

- 10 steps

- 1.

3 points-

- i. Comply with international code of marketing of breast milk substitutes & world health assembly

resolutions

- ii. Written infant feeding policy
 - iii. Establish Monitoring & data management system
2. Staff should have knowledge & skills to support breast feeding
 3. Inform all pregnant women & their families about benefits of breast feeding
 4. Motivate skin to skin contact (kangaroo mother care) & initiation of breast feeding as soon as possible (BF within 1/2 hour in normal delivery
 5. Show mothers how to initiate & maintain breast

feeding.

6. Exclusive breast feeding - No food or fluids other than breast milk for 6 months(until medically indicated)

7. Practice Rooming in(allow mother & child to remain together 24 hours a day)

8. Encourage breast feeding on demand (mothers should recognize infant's cues for feeding)

9. counsel mothers on risks of bottle feeding

10. Coordinate