

Warkworth Birthing Centre Breastfeeding Policy

Warkworth Birthing Centre (WBC) believes that breastfeeding is the healthiest way for a wahine/woman to feed and her baby and recognizes the important health benefits of exclusive breastfeeding until 6 months of age and of continued breastfeeding, with the addition of appropriate complementary foods until 2 years of age or beyond. We believe that all Woman, Kaumatua, Kuia and Whanau be included in promoting and supporting breastfeeding. We will achieve this through the implementation of the Baby Friendly Hospital Initiative.

WBC acknowledges the Treaty of Waitangi as the founding document of New Zealand. All staff will be aware of the principles of the Treaty of Waitangi, protection, participation and partnership, and use these principles when educating and supporting breastfeeding.*

The right to breastfeed/tetikakiwhangai u is a key philosophy to ensure that wahine/woman are provided with the right information and support. However WBC staff will not discriminate against any wahine/woman in her chosen method of infant feeding and will assist her fully when she has made that informed choice. In order to avoid conflicting advice all staff must follow this policy. Any deviation must be justified, evidence based and documented in the mothers or baby clinical notes.

This policy applies to all staff employed by WBC and all those that use this facility.

Founding documents for this policy:

BFHI Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers to breastfeed within half an hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in – allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital.

(WHO/UNICEF, 1989)

*Refer to related policies at end of this document

Warkworth Birthing Centre adheres to the WHO International Code of Marketing of Breastmilk Substitutes (and relevant subsequent WHA resolutions) by:

- No advertising or other form of promotion to the public of products within the scope of the code.
- No samples of infant formula are given to mothers or pregnant women or their families.
- No free or subsidised supplies are given to health care providers and there is no promotion of products by health care providers.
- Marketing personnel are not permitted to contact mothers or pregnant women or families.
- There are no words or pictures that may idealise the use of products, including pictures of infants or the labels of products displayed at the facility.
- No gifts are to be accepted by health care workers at the Centre.
- No samples of infant formula are to be given to health workers except for professional evaluation and research.
- Material given to health workers contain only scientific and factual information and neither implies nor creates a belief that formula is equivalent or superior to breastfeeding.
- Material given to pregnant women and mothers explain the benefits and superiority of breastfeeding, the social and financial implications of the use of infant formula and the health hazards of unnecessary or improper use of formula.
- No group instruction for pregnant women or mothers on the use of infant formula.
- Formula purchased by Warkworth Birthing Centre will be purchased at retail cost from one of our local supermarkets.

The 10 Steps to Successful Breastfeeding

Step 1: Warkworth Birthing Centre has a written breastfeeding policy that is routinely communicated to all healthcare staff.

- The Centre's policy addresses all of the 10 Steps to Successful Breastfeeding and protects breastfeeding by adhering to the International Code of Marketing of BreastmilkSubstitutes (and subsequent relevant World Health Assembly resolutions).
- The policy is written and has been developed in consultation with mothers, WBC staff, Lead Maternity Carers (LMC), Kaumatua, Kuia and whanau, other ethnic groups, consumers and other healthcare providers.
- The policy will be communicated to all healthcare staff that use WBC. New staff or access holders will be orientated to the policy on arrival.
- A summary of the policy is visible in the Centre and the full policy is available on request.
- The policy will be reviewed every three years.

Step 2: Warkworth Birthing Centre will train all maternity healthcare staff in skills necessary to implement this policy.

- All WBC staff will receive orientation to the Policy at commencement of employment and at each policy review.
- All new staff will be provided with an education program appropriate to their needs.
- Breastfeeding is a permanent agenda item at all staff meetings.

Midwifery/Nursing Staff Level 3:

- All midwifery and nursing staff will have 21 hours of breastfeeding education and 3 hours of supervised clinical tuition in the past 5 years. When employed by the Centre all midwifery and nursing staff must show proof of the 21 hours of education or be instructed to attend the next available breastfeeding course. The initial 21 hours of education must include:

Orientation to/review of the Breastfeeding policy
The Ten Steps to Successful Breastfeeding
The protection of breastfeeding including the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions
The Artificial Feeding Policy and the care of the non-breastfeeding mother and her infant.
The effect of medications administered during labour and birth, on the newborn and the initiation of breastfeeding
One hour Breastfeeding for Maori Women which incorporated the Treaty of Waitangi.
Three hours of supervised clinical education as stipulated below.

The supervised one-on-one clinical tuition must include:

All practical aspects of positioning, aligning and latching of baby for breastfeeding.
The teaching of hand expressing breastmilk.
Cup feeding technique
Safe and hygienic preparation, feeding and storage of breast-milk substitutes.

- All midwifery and nursing staff will have ongoing education of at least 4 hours annually which includes 1 hour clinical tuition. The ongoing education will include Breastfeeding for Maori Women for a minimum of 30 minutes every 3 years.

Maternity Assistants Level 2

- All Maternity Assistants will have education that covers:

Orientation to the Breastfeeding Policy.

The Importance of Breastfeeding.

The Ten Steps to Successful Breastfeeding

The protection of breastfeeding including the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions

The effect of medications administered during labour and birth, on the newborn and the initiation of breastfeeding

The importance of referral to a midwifery or nursing staff member (Level 3) when a breastfeeding situation arises beyond their scope of practice.

- All Maternity Assistants will have ongoing education of at least 2 hours annually.
- Any new Maternity Assistants will be orientated to the Breastfeeding Policy on employment and will undertake breastfeeding training within 6 months of employment commencing.

Clerical and Cleaning Staff Level 1

- All Clerical and Cleaning staff will have education that covers:

Orientation to the Breastfeeding Policy.

The Importance of Breastfeeding.

The Ten Steps to Successful Breastfeeding

The protection of breastfeeding including the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions

- All Clerical and Cleaning staff will have ongoing education of at least one hour annually.
- Any new Clerical and Cleaning staff will be orientated to the Breastfeeding Policy on employment and will undertake breastfeeding training within 6 months of employment commencing.

Step 3: Warkworth Birthing Centre will inform all pregnant women about the benefits and management of breastfeeding.

All women who attend Antenatal Classes at WBC will receive information on:

- The Ten Steps to Successful Breastfeeding.
- The Centre's Breastfeeding Policy.
- The Importance of exclusive breastfeeding for the first 6 months and of continued breastfeeding, with addition of appropriate family foods, until 2 years of age and beyond.
- The benefits of breastfeeding.
- The risks associated with offering supplements while breastfeeding in the first 6 months.
- The importance of early skin to skin contact.
- Early initiation of breastfeeding.
- Rooming-in on a 24 hour basis including safe sleeping.
- Cue based feeding.
- Frequent feeding to help ensure enough breastmilk.
- Good positioning and attachment of the baby at the breast.
- The implications of using pacifiers, teats and bottles on the establishment of breastfeeding.
- Basic breastfeeding management.
- Breastfeeding support services in the community.
- The effects of drugs used in labour on the newborn and the initiation of breastfeeding.
- Antenatal classes will be offered in a place and manner that best meets the woman and her whanau's cultural needs.

Step 4: Warkworth Birthing Centre will help mothers initiate breastfeeding within half an hour birth by placing babies in skin-to-skin contact with their mothers immediately following birth for at least an hour. We will help mothers to recognize when their babies are ready to breastfeed, offering help if needed.

- Mothers who birth at WBC will be encouraged to have skin-to-skin contact with their baby immediately and for as long as possible. Any change to this must be medically indicated or at Mothers request.
- Babies should have free access to the breast to be able to have time to root, lick and sniff at the breast before actually latching.
- Mothers will be encouraged to look for signs for when their baby is ready to breastfeed during the initial contact period and offered help with breastfeeding, if needed. The primary support will be given by their LMC.
- The time and length of skin to skin contact will be recorded in the mother's notes.

Step 5: Warkworth Birthing Centre will show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.

- Centre staff will ensure that the woman has assistance with every feed if required and that the correct latch on technique is reinforced.
- Centre staff will teach mothers how to position, align and attach their babies to the breast and provide accurate and consistent information.
- Breastfeeding mothers will be shown how to hand express their milk and given information on the types of expressing equipment available and the correct storage of breast milk.
- All feeding charts will have a system to allow mothers to assess the baby's feeding by putting a number next to the feed as follows:
 - 1. Breast offered but baby sleepy or not interested.
 - 2. Going on the breast, slipping on and off or not sucking.
 - 3. Going on the breast, suckling but only occasional swallows heard.
 - 4. Slow rhythmical suckling and frequent swallows heard.
- All mothers will be given the opportunity to view appropriate breastfeeding DVD to assist with their understanding of breastfeeding.
- All mothers will receive a copy of the WBC Postnatal Handbook which has relevant breastfeeding information in it.

Step 6: Warkworth Birthing Centre staff will not give newborn infants any food or drink other than breastmilk, unless medically indicated.

- Breastfeeding babies will be exclusively breastfed and will only receive supplementary feeds if there is an acceptable medical reason. Some acceptable medical reasons may be:
 - Babies with hypoglycaemia, and who do not improve through increased breastfeeding or by being given expressed breast milk.
 - Babies whose mothers are taking medication which is contraindicated whilst breastfeeding and for which there is no safe alternative.
 - Babies who have lost more than 7 – 10% of their birth weight and whose condition has not improved after support with breastfeeding techniques and been given expressed breastmilk.
 - Or Mother's informed choice.
- Any breastfed baby requiring food or drink other than breastmilk will have written documentation in their clinical notes of the reasons why it is required. Midwifery or Nursing Staff will ensure that the LMC is informed of any medical reasons why baby may need supplementing.
- Any baby needing extra breastmilk will receive this via a feeding cup or spoon in the first instance.
- Centre staff will ensure that mothers are given support to help cope with the increased needs of her baby until her milk comes in. This will include adequate rest when baby is resting, support and comfort to allow easy breastfeeding, regular food and fluids, education and positive reinforcement of the importance of breastfeeding. Whanau support may be integral to the mother and baby's wellbeing.
- Mothers requesting supplementation for their breastfed baby will be made aware of the potential risks associated with its use and asked to sign the clinical notes.

Step 7: Warkworth Birthing Centre encourages rooming-in allowing mothers and infants to remain together twenty four hours a day.

- Mothers and babies will share the same room and will only be separated if clinically indicated or at mothers request. WBC staff will document this in the clinical notes.
- WBC staff will educate mothers and whanau on safe sleeping practices and encourage the use of Pepi-pods for women who choose to co-sleep with their baby.*
- All mothers will receive education on settling techniques.

Step 8: Warkworth Birthing Centre encourages breastfeeding on demand (cue based feeding).

- Mothers will be encouraged to recognise her baby's cues to feed and will be taught how to recognise these cues. Some cues may be:
 - Sucking movements
 - Sucking sounds
 - Hand to mouth movements
 - Soft cooing and sighing sounds
 - Fussiness
 - Crying is a late sign of hunger.
- Mothers will be taught how to recognise when their baby is breastfeeding effectively using the numbered system on the Feeding Chart. The mother will also be supported to properly latch baby to help avoid sore nipples and shown different breastfeeding positions – eg: rugby hold, lying down.
- WBC staff will ensure that mothers are well rested and have adequate food and drinks.

Step 9: Warkworth Birthing Centre will give no artificial teats or pacifiers (dummies or soothers) to breastfeeding infants.

- WBC staff will actively discourage the use of artificial teats and dummies and the effect these have on infant suckling.
- If a breastfeeding baby is unable to latch at the breast, small amounts of colostrum/breastmilk will be given by a spoon or syringe and larger amounts given by a feeding cup.
- If a mother needs to use a nipple shield, her LMC will be informed and the reason noted in the mothers clinical notes.*
- Breastfeeding mothers who choose to use bottle teats and pacifiers will be fully informed of the disadvantages and the effects on the establishment and duration of breastfeeding.

Step 10: Warkworth Birthing Centre staff will foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the Centre.

- Pregnancy and parenting courses run by WBC will foster the establishment of support groups for all women who attend classes.
- On discharge, all mothers will know how to contact her LMC or post natal midwife and encouraged to contact her if she has any concerns about herself or her baby.
- Information on breastfeeding support groups will be given to all women in their Postnatal Handbook. These groups include La Leche League, Plunket, Te Ha and Healthline.

Gift Packs:

- Any gift packs given to Mothers (eg Bounty) will be reviewed annually to check that there is nothing that may interfere with the initiation and establishment of breastfeeding, contained in the pack.

Breastfeeding by Centre Staff:

- Warkworth Birthing Centre recognises the importance of supporting staff who wish to continue to breastfeed/maintain their milk supply while at work.

References:

- WHO/UNICEF Joint Statement. Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services, Geneva: World Health Organisation, 1989.
- WHO: International Code of Marketing of Breastmilk Substitutes, Geneva, 1981.
- Infant Feeding: The physiological Basis. J Arkre, bulleting of the World Health Organisation Suppl to 67, 1989.
- Infant Feeding: Guidelines for New Zealand Health Workers. Ministry of Health New Zealand, 1997.
- Evidence to The Ten Steps to Successful Breastfeeding. A Background Paper. Division of the Child Health and Development. Geneva: World Health Organisation, 1989.
- Global Strategy for Infants and Young Child Feeding WHO/UNICEF 2003.
- Evidence Based Guidelines for the Breastfeeding Management during the First Fourteen Days. ILCA. 1999.
- Protecting and Supporting Breastfeeding Management During the First Fourteen Days. NZCOM. 1992
- The Breastfeeding Answer Book La Leche International 2003.

Related policies:

- Recognition of Maori Values and Beliefs Policy
- Breastfeeding Aids Policy
- Infection Control
- Safe Sleeping Policy