

BABY
FRIENDLY
HEALTH
INITIATIVE
SINGAPORE



BFHI - SINGAPORE

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BFHI WORKSHOP

TAIWAN TAICHUNG VETERAN HOSPITAL



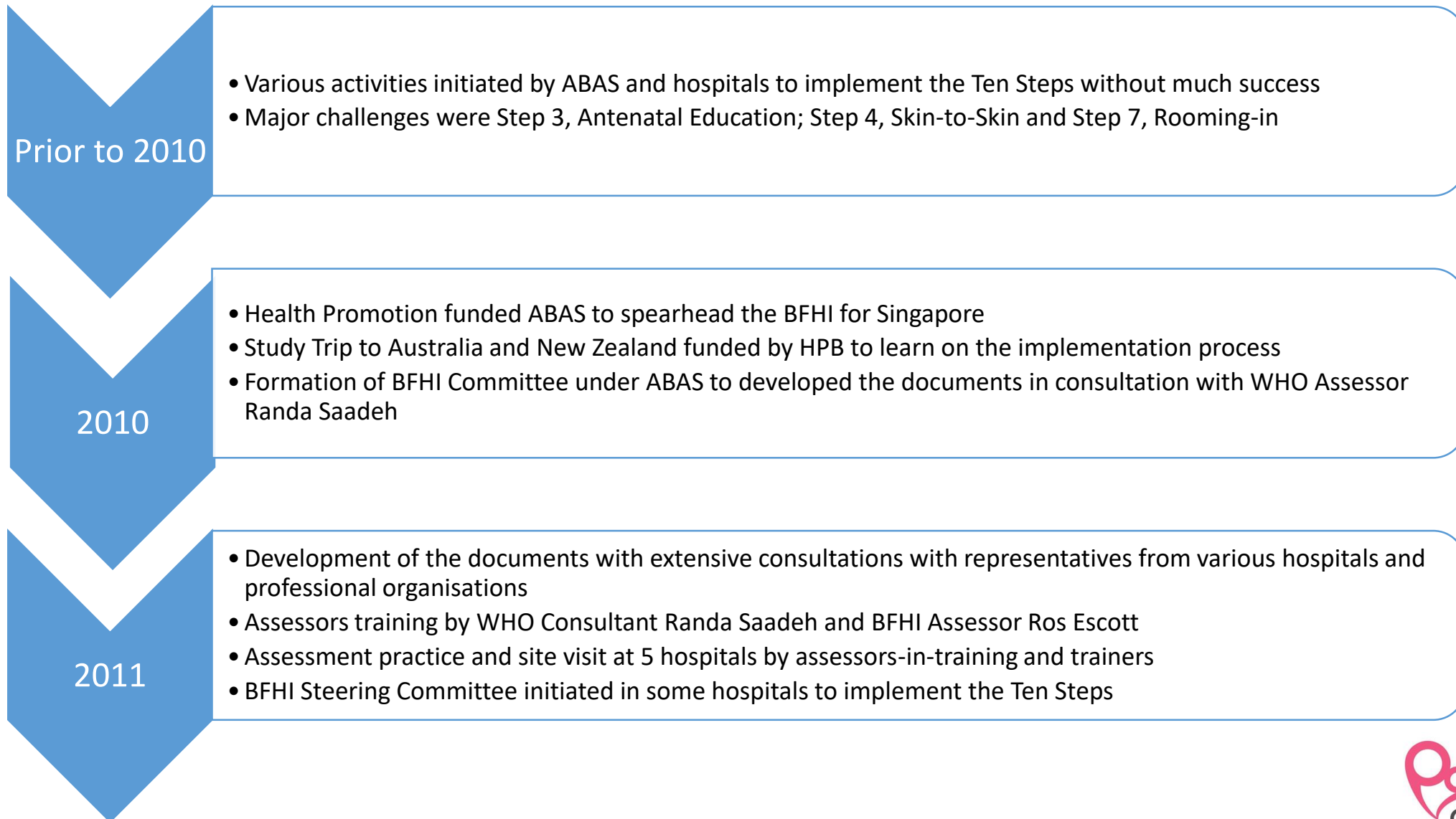
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Background

- BFHI was formally supported by Health Promotion Board (HPB) in 2010 under the Association for Breastfeeding Advocacy (Singapore) (ABAS)
- The documents were developed and adapted in accordance to WHO Baby-Friendly Hospital Initiative – Revised, Updated and Expanded for Integrated Care, 2009
- The documents have been accepted as the BFHI Singapore accreditation criteria, following extensive consultation to meet our maternity system
- In 2013, the first Singapore hospital was assessed and accredited with the documents supervised by external assessors from WHO

Establishment and Promotion of BFHI in Singapore



Establishment and Promotion of BFHI in Singapore

2012

- Launch of BFHI by HPB with media publicity
- Implementation of 'No free supplies' of infant formula (Ready to Feed) to all hospitals

2013-14

- Accreditation of 19 trained BFHI local assessors
- Accreditation of first hospital in Singapore with assessment done by local trained assessors supervised by external BFHI Assessor Ros Escott
- A total of 3 public hospitals accredited by 2014

2015-17

- BFHI Committee developed the documents for 3 year reaccreditation process
- Refresher course for trained BFHI Assessors
- Engagement of Private Hospitals to implement the Ten Steps
- Reaccreditation of 3 BFHI Hospitals in 2016 to 2017

Establishment and Promotion of BFHI in Singapore

2017

- Active involvement from the Ministry of Health (MOH)
- Spearheaded by Minister of State for Health
- This workgroup arises from another workgroup looking at the consumers' feedback on the rising cost of infant formula

2017-2018

- Accredited hospitals site-visit by Minister to understand the implementation process
- Private hospital site-visit by Minister to understand the challenges faced in implementation of Ten Steps
- **2 major challenges faced by private hospitals**
 - Sponsorships from formula companies – Minister engaged senior management on code compliance
 - BFHI education for the doctors (O&G and Pediatrics) – workgroup formed to developed the online modules adapted from Well Start modules, housed under the Academy of Medicine, Singapore.

2018-19

- First private hospital was BFHI accredited in Dec 2018
- To date a total of 5 private hospitals with annual births between 1500 to 3000 are accredited. Most had at least 1 Step requiring reassessment before finally accredited
- 2 more bigger private hospitals with annual births between 5000 to 8000 have not been accredited
- Announced by the Minister of State for Health, for all private hospitals to be accredited by 2020



BFHI Criteria for Singapore

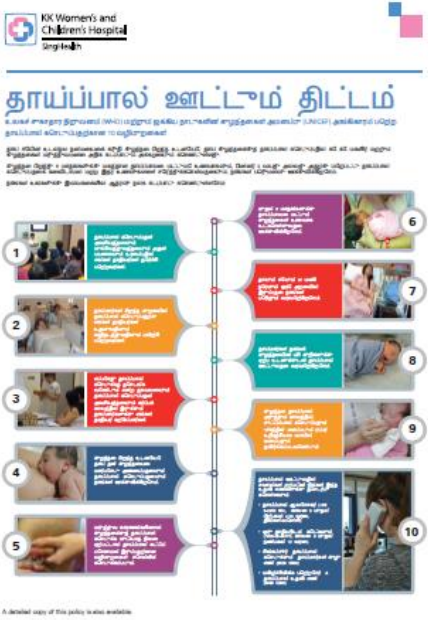
BFHI Accreditation Criteria

- **Fulfilment** of the standards for **The 10 Steps to Successful Breastfeeding**
- Full **compliance** with the **International Code** of Marketing of Breast Milk Substitutes
- Breastfeeding rates at discharge
 - At least 75% of the babies have been exclusively breastfed or exclusively fed breast milk from birth to discharge
- Score of at least 80% in most areas as required

Step 1.

Have a written breastfeeding policy that routinely communicated to all healthcare staff

- Written policy addresses all Ten Steps and adheres to the International Code of Marketing of Breast Milk Substitutes
- Summary policy in 4 main languages – English, Chinese, Malay and Tamil
- Displayed in clinical areas serving pregnant women, mothers and infants
- Detailed policy accessible to all



Step 2.

Train all healthcare staff in skills necessary to implement the policy

- Group 1 Clinical Staff who assist mothers with breastfeeding
 - 20 hours of education including 3 hours of clinical practice within the last 3 years – 80%
- Group 2 Clinical Staff who provide breastfeeding advice but do not assist mothers with breastfeeding
 - Completed 8 hours of education – 80%
- Group 3 Non-Clinical Staff who have contact with pregnant women, mothers and/or babies but do not give advice or assistance
 - Completed 1 hour of education – 70%
- New staff: scheduled for appropriate education within 6 months
- Course content as required in Section 1, The BFHI Criteria

Step 3.

Inform all pregnant women about the benefits and management of breastfeeding

- Breastfeeding is discussed and information given to pregnant women using the antenatal services, either individually or in a group
- Content coverage to include topics as listed in Section 1 BFHI Criteria
- 70% of Pregnant women 28 weeks and above with at least 2 antenatal visits interviewed are able to confirm that a staff member has discussed with them on:
 - Benefits of breastfeeding
 - Management of breastfeeding



Step 4.

Skin-to-Skin Contact after delivery for 1 hour unless medically indicated

Vaginal Delivery



Caesarean-Section Delivery



STS within 5mins after birth at Delivery Suite (80%)

Without GA, in the operating theatre or within **10mins** of arrival at the recovery area (80%)

With GA, within **10mins of mother being alert** (50%)

STS for at least 1 hour (80%) * mother needs to know reasons if not done

Mother to observe for **early feeding cues** and initiate breastfeeding when baby shows readiness (staff to offer help if required)

STS for baby in SCN when both baby and mother are well (80%)

Step 5.

Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants – 80%

- Help is offered within 6 hours after delivery
- Interviews include clinical group 1 staff and mothers with breastfeeding babies
 - Able to demonstrate correct latching position and attachment, effective suckling and hand expression
- Interviews of mothers with babies in SCN
 - Able to demonstrate hand expression and aware of interval of expressing



Step 6.

Give newborns infants no food or drink other than breast milk, unless medically indicated

- 75% of babies discharged in the last year have been exclusive breastfed or fed with expressed breast milk
- 80% breastfeeding mothers interviewed were exclusively breastfeeding unless medically indicated
- 80% of non-breastfeeding mothers interviewed were provided with various options and what was suitable in their situations
- 80% of mothers who choose formula feeding despite counselling are taught the proper way of formula milk preparation with visual aids or demonstration individually

Step 7.

Practice rooming-in, allow mothers and infants to remain together 24 hours a day

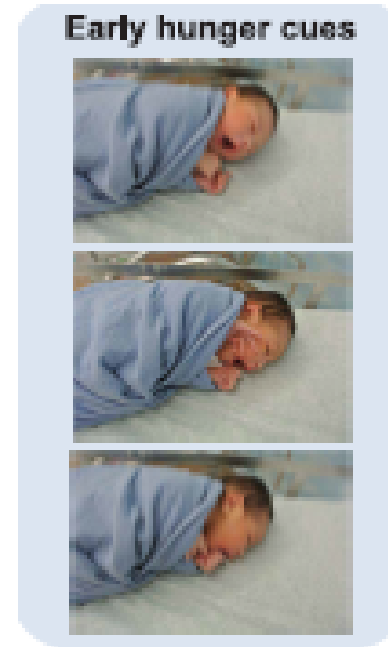
- 80% of mothers reported that their babies stayed with them day and night unless medically indicated
- At mother's request, after having made an informed choice which is documented



Step 8.

Encourage breastfeeding on demand

- 80% mothers reported that they have been told how to recognize the early hunger cues and feed on demand



Step 9.

Give no artificial teats or pacifiers to breastfeeding infants

- 80% mothers reported that their babies have not been fed using bottles with teats, or using a pacifier
- Observation in the wards and nurseries indicated that at least 80% were not fed using bottles with teats, nor using pacifiers



Step 10.

Foster the establishment of breastfeeding support groups and refer mothers to them on discharge

- 80% of the mothers confirmed that they are provided with information on helpline and support services available within the hospital and in the community
- 80% of staff can describe how mothers are informed of these services



International Code of Marketing of Breast Milk Substitutes

- Hospital must purchase formula for use
- Formulas must be used in rotation and kept out of view
- No sponsorship from manufacturers or distributors of breast milk substitutes, bottles, teats or pacifiers
- No materials that promote breast milk substitutes, bottles, teats or pacifiers can be displayed or distributed to pregnant women, new mothers and staff. These may include note pads, calendars, pens, post-it pads, cups, bags etc.
- Pregnant women are not given instructions or written promotional materials on infant formula
- Details on code compliance indicated in the hospital policy
- 80% of clinical staff can give 2 reasons why it is important not to give samples from formula companies to mothers



Accreditation Process

Before an External Assessment

- Review Section 1: The BFHI Criteria
- Complete Section 2: Hospital Self-Appraisal
 - Assess if further staff training required
 - Interview a small sample of mothers, pregnant women, and staff to confirm the results
- Send a formal request to the National BFHI Committee for external assessment
 - Submit the completed Hospital Self Appraisal, including the Hospital Data Sheet

Upon Confirmation

Submit at least one month before the assessment:

- A copy of the hospital breastfeeding or infant feeding policy.
- A copy of the summary of the policy in the language(s) most commonly used by staff and mothers that is posted in various areas of the facility
- Breastfeeding information provided to pregnant women and new mothers
- Staff training curriculum on breastfeeding and support for non-breastfeeding infant
- List of clinical and non-clinical staff and their training hours
- List of new staff and the orientation information
- Proof of purchase of breast-milk substitutes including teats to show that no free or low-cost supplies are received

A Week before Assessment

Send to the BFHI Committee:

- Details on the timing of any antenatal clinics run by the hospital onsite and off-site on the days of the assessment
- If the maternity services has less than 4500 annual births
 - Prepare a list of recently discharged mothers and contact information for additional random selection if needed. These mothers include those with babies admitted to the SCN/NICU
 - Prepare a list of pregnant women in their third trimester and their contact information for additional random selection if needed.

On the Day of the Assessment

Hospital to prepare:

- A secure, lockable location for the assessment team to use as an office
- A computer/laptop, printer and copier available for use by the assessment team
- A phone available for assessors to call mothers for interviews
- Authorized hospital name-tags for the assessors
- A list of pregnant women due to attend antenatal clinic in their third trimester and have completed two prenatal visits (if this information is available)
- A list of mothers with term babies at least 2500 grams in weight and 37 weeks gestation, indicating mode, date and time of delivery and discharge plan

During BFHI Assessment

- Review of written materials and records
- Observations
- Interviews with Staff – all grades
- Interviews with Patients – antenatal, postnatal and mothers with babies in SCN

Review of Written Materials and Records

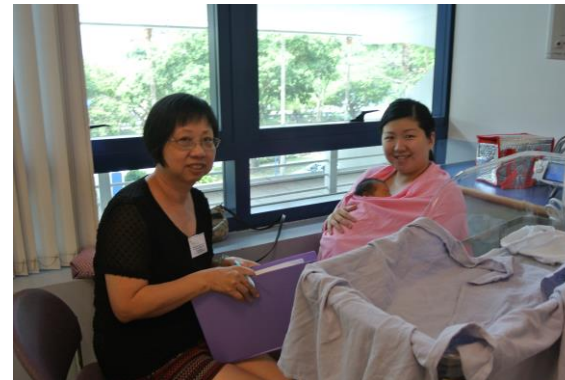
- Done using Section 4 Part 1 Questionnaires
 - Upon submission of the documents by the hospital
 - On the assessment day, interviewing key hospital personnel
- Written materials and records reviewed include
 - Attendance records and curriculum for all groups of staff
 - Written materials for pregnant women, breastfeeding and non-breastfeeding mothers
 - Policy – summary and detailed policy
 - Invoices on the purchase of infant formula
 - Hospital self appraisal data & information

Observations

- Areas
Antenatal Clinics, Postnatal Wards Delivery Suite, Obstetric OT, SCN & NICU
- Summary of the breastfeeding/infant feeding policy, including the Ten Steps, the Code and support for non-breastfeeding mothers, displayed in the above areas
- No sponsorship by formula company
- Infant formula are kept out of view

Observations

- Observe skin-to-skin after Vaginal or Cesarean births, if feasible
- Observations in Postnatal Wards & Nurseries
 - Babies being fed with infant formula and their reasons
 - Mothers and babies not rooming-in together and if their reasons are justifiable for being separated
 - Babies being fed with or without using bottles and teats
 - Teaching on safe preparation of infant formula to mothers who chose this option



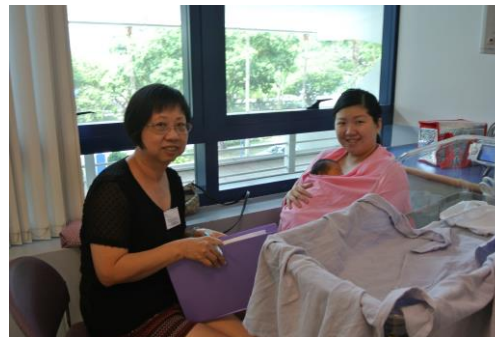
Interviews with Staff

- Interviews with Clinical Staff Group 1
 - Nurses in Obstetric Wards, Delivery Suite, NICU and SCN
- Interviews with Clinical Staff Group 2
 - Nurses in Obstetric OT, Clinics, Doctors, Dietitian & Pharmacist
- Interview with Non-Clinical Staff – Group 3
 - Non-Clinical Staff in Delivery Suite, SCN, Obstetric Wards, OT & Clinics: Porter Services, Catering services, House keeping, IEM & Hearing screeners , Ward Clerks, Medical Social Workers, Pharmacy Assistants, Physiotherapists, Physiotherapy Assistant, Clinic Assistants, Ultrasound Staff



Interviews with Patients

- Mothers – Vaginal Delivery
- Mothers – C Section without GA
- Mothers – C Section with GA
- Mothers **not** Breastfeeding
- Mothers of babies in Special Care Nursery
- Pregnant Women 28 weeks and above



Final Day of the Assessment

- Reviewers
 - Reviewed all documents and data entries by the assessors
 - Provide feedbacks to assessors to finalise the report
- The lead assessor will provide informal feedback to the head of maternity services or designate, on the final day of the assessment
- A detailed report will be submitted to the National BFHI Committee for the final decision on awarding the hospital as BFHI accredited
- The hospital will receive a copy of the report and will be informed of the result
- Reassessment of 1 or 2 Steps that did not meet the criteria may be done within the next 2 to 3 months if needed
- When all criteria are fully met, the BFHI Certificate stating the 3 year period will be awarded



Thank You

