

**Guidelines & Evaluation Criteria for the U.S. Baby-Friendly Hospital Initiative, 2010  
(updated 11/28/11)**

**Appendix A**  
**20-Hour Course Topic and Competency Skills List for the U.S.**  
 Adapted for use in the United States from the WHO/UNICEF International Guidelines<sup>15</sup>

<b>Objectives</b>	<b>Content</b>
<p>Discuss the rationale for professional, government and international policies that promote, protect and support breastfeeding in the United States.</p>	<p><b><i>Session 1: the BFHI – a part of the Global Strategy</i></b></p> <ul style="list-style-type: none"> <li>• The Global Strategy for Infant and Young Child Feeding and how the Global Strategy fits with other activities</li> <li>• The Baby-Friendly Hospital Initiative</li> <li>• How this course can assist health facilities in making improvements in evidence based practice, quality care and continuity of care</li> </ul>
<p>Demonstrate the ability to communicate effectively about breastfeeding.</p>	<p><b><i>Session 2: Communication skills</i></b></p> <ul style="list-style-type: none"> <li>• Listening and Learning</li> <li>• Skills to build confidence and give support</li> <li>• Arranging follow-up and support suitable to the mother’s situation</li> </ul>
<p>Describe the anatomy and physiology of lactation and the process of breastfeeding.</p>	<p><b><i>Session 3: How milk gets from the breast to the baby</i></b></p> <ul style="list-style-type: none"> <li>• Parts of the breast involved in lactation</li> <li>• Breastmilk production</li> <li>• The baby’s role in milk transfer</li> <li>• Breast care</li> </ul>
<p>Identify teaching points appropriate for prenatal classes and in interactions with pregnant women.</p>	<p><b><i>Session 4: Promoting breastfeeding during pregnancy</i></b></p> <ul style="list-style-type: none"> <li>• Discussing breastfeeding with pregnant women</li> <li>• Why breastfeeding is important</li> <li>• Antenatal breast and nipple preparation</li> <li>• Women who need extra attention</li> </ul>
<p>Discuss hospital birth policies and procedures that support exclusive breastfeeding.</p>	<p><b><i>Session 5: Birth practices &amp; breastfeeding</i></b></p> <ul style="list-style-type: none"> <li>• Labor and birth practices to support early breastfeeding</li> <li>• The importance of early skin-to-skin contact</li> <li>• Helping to initiate breastfeeding</li> <li>• Ways to support breastfeeding after a Cesarean birth</li> <li>• BFHI practices and women who are not breastfeeding</li> </ul>

<sup>15</sup> WHO/UNICEF Baby-Friendly Hospital Initiative: Revised, Updated and Expanded for Integrated Care, Section 3, Breastfeeding Promotion and Support in a Baby-Friendly Hospital: A 20 Hour Course for Maternity Staff. Geneva, Switzerland: WHO, 2006. Accessed at [http://www.who.int/nutrition/topics/BFHI\\_Revised\\_Section\\_3.1.pdf](http://www.who.int/nutrition/topics/BFHI_Revised_Section_3.1.pdf) on 3/31/10.

**Guidelines & Evaluation Criteria for the U.S. Baby-Friendly Hospital Initiative, 2010  
(updated 11/28/11)**

<p>Demonstrate the ability to identify the hallmarks of milk transfer and optimal breastfeeding.</p>	<p><b><i>Session 6: Helping with a breastfeed</i></b></p> <ul style="list-style-type: none"> <li>• Positioning for comfortable breastfeeding</li> <li>• How to assess a breastfeeding</li> <li>• Recognize signs of optimal positioning and attachment</li> <li>• Help a mother to learn to position and attach her baby</li> <li>• When to assist with breastfeeding</li> <li>• The baby who has difficulty attaching to the breast</li> </ul>
<p>Discuss hospital postpartum management policies and procedures that support exclusive breastfeeding.</p>	<p><b><i>Session 7: Practices that assist breastfeeding</i></b></p> <ul style="list-style-type: none"> <li>• Rooming-in</li> <li>• Skin-to-skin contact</li> <li>• Baby-led feeding</li> <li>• Dealing with sleepy babies and crying babies</li> <li>• Avoiding unnecessary supplements</li> <li>• Avoiding bottles and teats</li> </ul>
<p>Discuss methods that may increase milk production in a variety of circumstances.</p>	<p><b><i>Session 8: Milk supply</i></b></p> <ul style="list-style-type: none"> <li>• Concerns about “not enough milk”</li> <li>• Normal growth patterns of babies</li> <li>• Improving milk intake and milk production</li> </ul>
<p>Identify teaching points to include when educating or counseling parents who are using bottles and/or formula.</p>	<p><b><i>Session 9: Supporting the non-breastfeeding mother and baby</i></b></p> <ul style="list-style-type: none"> <li>• Counseling the formula choice: a pediatric responsibility</li> <li>• Teaching/assuring safe formula preparation in the postpartum</li> <li>• Safe bottle feeding; issues with overfeeding and underfeeding</li> </ul>

## Guidelines & Evaluation Criteria for the U.S. Baby-Friendly Hospital Initiative, 2010

<p><b>(updated 11/28/11)</b>          Discuss contraindications to breastfeeding in the United States as well as commonly encountered areas of concern for breastfeeding mothers and their babies.</p>	<p><b>Session 10: Infants and Mothers with special needs</b></p> <ul style="list-style-type: none"> <li>• Breastfeeding infants who are preterm, low birth weight or ill</li> <li>• Breastfeeding more than one baby</li> <li>• Prevention and management of common clinical concerns</li> <li>• Medical reasons for food other than breastmilk</li> <li>• Nutritional needs of breastfeeding women</li> <li>• How breastfeeding helps space pregnancies</li> <li>• Breastfeeding management when the mother is ill</li> <li>• Medications and breastfeeding</li> <li>• Contraindications to breastfeeding</li> </ul>
<p>Describe management techniques for breast and nipple problems.</p>	<p><b>Session 11: Breast and nipple concerns</b></p> <ul style="list-style-type: none"> <li>• Examination of the mother's breasts and nipples</li> <li>• Engorgement, blocked ducts and mastitis</li> <li>• Sore nipples</li> </ul>
<p>Identify acceptable medical reasons for supplementation of breast fed babies according to national and international authorities.</p>	<p><b>Session 12: If the baby cannot feed at the breast</b></p> <ul style="list-style-type: none"> <li>• Learning to hand express</li> <li>• Use of milk from another mother</li> <li>• Feeding expressed breastmilk to the baby</li> </ul>
<p>Describe essential components of support for mothers to continue breastfeeding beyond the early weeks.</p>	<p><b>Session 13: On-going support for mothers</b></p> <ul style="list-style-type: none"> <li>• Preparing a mother for discharge</li> <li>• Follow-up and support after discharge</li> <li>• Protecting breastfeeding for employed women</li> <li>• Sustaining continued breastfeeding for 2 years or longer</li> </ul>
<p>Describe strategies that protect breastfeeding as a public health goal.</p>	<p><b>Session 14: Protecting breastfeeding</b></p> <ul style="list-style-type: none"> <li>• The effect of marketing on infant feeding practices</li> <li>• The International Code of Marketing of Breast-milk Substitutes</li> <li>• How health workers can protect families from marketing</li> <li>• Donations in emergency situations</li> <li>• The role of breastfeeding in emergencies</li> <li>• How to respond to marketing practices</li> </ul>
<p>Identify barriers and solutions to implementation of the Ten Steps to Successful Breastfeeding that comprise the Baby-Friendly Hospital Initiative.</p>	<p><b>Session 15: Making your hospital or birth center Baby-Friendly</b></p> <ul style="list-style-type: none"> <li>• The Ten Steps to Successful Breastfeeding</li> <li>• What "Baby-Friendly" Practices mean</li> <li>• The process of becoming a "Baby-Friendly" hospital or birth center</li> </ul>

**Guidelines & Evaluation Criteria for the U.S. Baby-Friendly Hospital Initiative, 2010  
(updated 11/28/11)**

***Skills Competencies for Maternity Staff:***

- 1. Communicating with pregnant and postpartum women about infant feeding*
- 2. Observing, assessing and assisting with breastfeeding*
- 3. Teaching hand expression and safe storage of milk*
- 4. Teaching safe formula preparation and feeding*