

BFHI

Baby Friendly Hospital Initiatives

Baby-friendly initiatives

UZ Leuven follows the international guidelines published by the WHO and UNICEF



Baby-friendly initiatives

- UZ Leuven has set down its breastfeeding policy in a document.
- All staff involved are trained in the skills needed to implement this policy.
- Through antenatal consultations and breastfeeding information sessions, all pregnant women are informed about the benefits and management of breastfeeding and also about mother-friendly initiatives.
- Immediately after birth, skin-to-skin contact is established between mother and baby. This promotes the bond between mother and baby and contributes towards successful adaptation by the baby in terms of breathing, temperature, heart rate, blood glucose content and immunity. Mothers are helped to put their baby on the breast within an hour of their baby's birth.
- Every mother is taught how to put her baby on the breast and how to maintain lactation even if her baby needs to be separated from her.
- Newborn infants receive no food or drink other than breastmilk, unless this is considered by a doctor to be medically necessary.
- Mother and baby stay together in the same room day and night. This allows the mother to learn to recognise her baby's needs and respond quickly to hunger cues or other cues from the baby.
- Breastfeeding on demand is encouraged, which means whenever the baby asks for it.
- Breastfeeding infants are not given artificial teats or dummies. This allows them to learn to breastfeed effectively and maintains adequate stimulation of lactation.
- The maternity department makes referrals to independent midwives, breastfeeding experts, breastfeeding organisations and postnatal care centres to ensure the continuity of breastfeeding support in the community.

Mother-friendly initiatives

- If she wishes, every pregnant woman may choose who will accompany her during labour and childbirth so that she feels both physically and psychologically supported at all times. This takes place in discussion with her gynaecologist and it is recorded in her midwifery notes.
- Every pregnant woman may drink as much as she wants during labour and have a light meal, unless there is a medical contraindication to this.
- Every pregnant woman is encouraged to use non-medical pain relief during labour and childbirth, while respecting the woman's personal preference.
- Every pregnant woman is encouraged to walk around and stay mobile during labour. She is encouraged to indicate the position in which she wants to give birth, unless there is an urgent need to restrict this due to a complication. This will be made clear to the mother.
- Invasive techniques such as artificial rupture of the membranes, accelerating or inducing labour or Caesarean section will be avoided, unless they are specifically needed because of a complication. If so, the reason will be made clear to the mother.



If you have any questions about breastfeeding:

- **breastfeeding counsellor**
appointments via gynaecology outpatients
tel. 016 34 74 50
- **maternity units**
E 431: tel. 016 34 43 10
E 441: tel. 016 34 44 10

Ask in the maternity unit for a leaflet on help available at home, e.g. from independent midwives, maternity care centres and breastfeeding support groups.

The international code of marketing of breastmilk substitutes

- Departments within the institution must not accept free samples of breastmilk substitutes or accept breastmilk substitutes at reduced prices.
- Breastmilk substitutes will be purchased in the same way as other nutritional and medicinal products, at least at the current wholesale prices. No promotional material of any kind for infant nutritional products or drinks must be allowed within health-care departments.
- Pregnant women must not receive any form of promotional material about artificial nutrition.
- Demonstrations of the use of artificial nutrition can only be provided by nursing personnel, and only to pregnant mothers and their families for whom this is necessary.
- Breastmilk substitutes will be stored out of sight of mothers within departments.
- The institution must not allow the distribution of gift boxes containing information about breastmilk substitutes, teats, dummies or bottles with a teat to pregnant women or mothers, and this rule applies to every product that may negatively influence breastfeeding.
- Financial or material support of any kind that involves promotion of the products referred to by the code must be avoided at all times by healthcare workers and their families.
- Producers and distributors of products referred to by the code must declare every contribution of any kind that is made to the institution. These include: study grants, study trips, research funding, conferences or similar benefits. Every member of personnel who has received such support must disclose it.

