

## 8 NEWBORN FEEDING

### 8.1 BREASTFEEDING

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8.1.1 General overview  
Section B  
Clinical Guidelines  
King Edward Memorial Hospital  
Perth Western Australia

#### 8.1.1 GENERAL OVERVIEW

##### BFHI CRITERIA 1 – HAVE A WRITTEN POLICY AND GUIDELINES

###### AIMS

- To ensure all staff are aware of and adhere to the [WA Policy on Breastfeeding \(2009\)](#).
- To ensure all staff providing care to new mothers have the necessary understanding and resources to implement the breast feeding guidelines.

###### BACKGROUND

These newborn feeding guidelines endorse the INNOCENTI DECLARATION and address the principles and practices that enable implementation of each of the Ten Steps to Successful Breastfeeding as recommended by the WHO and Baby Friendly Health Initiative.

###### INNOCENTI DECLARATION

“As a global goal for optimal maternal and child health and nutrition, all women should be enabled to practice exclusive breastfeeding and all infants should be fed exclusively on breast milk from birth to 6 months of age. Thereafter, children should continue to be breastfed, while receiving appropriate and adequate complementary foods, for up to two years of age or beyond.

Measures should be taken to ensure that women are adequately nourished for their optimal health and that of their families. Furthermore, ensuring that all women also have access to family information and services allows them to sustain breastfeeding and avoid shortened birth intervals that may compromise their health and nutritional status, and that of their children.

All governments should develop national breastfeeding policies and set appropriate national targets for the 1990s. They should establish a national system for monitoring the attainment of their targets and they should develop indicators such as the prevalence of exclusively breastfed infants at four months of age.

National authorities are further urged to integrate their breastfeeding policies into their overall health and development policies. In doing so they should reinforce all actions that **protect, promote and support** breastfeeding within complementary programmes such as prenatal and perinatal care, nutrition, family planning services and prevention and treatment of common and maternal and childhood diseases. All healthcare staff should be trained in the skills necessary to implement these breastfeeding policies.”

Developed by 32 Governments and 10 UN agencies on 1 August 1990:

KEMH has adopted the [WA Baby Friendly Health Initiative Hospital breastfeeding Policy](#).

## THE WHO INTERNATIONAL CODE OF MARKETING BREASTMILK SUBSTITUTES<sup>1</sup>.

KEMH protects breastfeeding by adhering to the relevant provisions of the International Code of Marketing of Breast milk Substitutes and subsequent WHA resolutions.

The code is not a regulation, but essentially a set of recommendations to governments on their own responsibilities and those of the relevant workers in public affairs, in the operation of the health care system and in overseeing of the substitute industry, so that breastfeeding is not undermined. It contains 11 articles.

## HEALTH PROFESSIONALS AND THE WHO INTERNATIONAL CODE<sup>2</sup>.

The code directly impinges on those health professional in contact with breastfeeding mothers.

- As responsible health professionals.
- As employees of healthcare institutions which may, knowingly or otherwise, bend to influences from the industry.
- As educators of parents, particularly mothers.
- As receivers of education towards and in their professional roles.
- As members of professional organisations in a position to react to aspects of the healthcare and education systems.
- As informed members of the public.

The breastfeeding policy is accessible to all staff who provide care to mothers and babies, patients and visitors. A summary is visibly posted in each area of the facility including antenatal clinics, birthing suites, maternity wards, neonatal unit and emergency centre, ultrasound department, pharmacy and physiotherapy department.<sup>3</sup>

The full guidelines may be viewed on request or at the website  
<http://www.health.wa.gov.au/circularsnew/attachments/411.pdf>

Staff are supported to continue to breastfeed after returning to work – see WA Health Department [Workplace Policy for Breastfeeding](#).

## REFERENCES

1. World Health Organisation. Code of Marketing of Breast Milk Substitutes,. **Proceedings of the 34th World Health Assembly, WHO**, ; Geneva 1981.
2. World Health Organisation. Protecting, Promoting and Supporting Breastfeeding,. **WHO, UNICEF**,; Geneva, 1989.
3. ACMI. **The Global criteria of BFHI**. 2007;Australia.