

***EVERYONE PLAYS A ROLE IN
PROTECTING PROMOTING AND
SUPPORTING BREASTFEEDING IN A
BABY-FRIENDLY DESIGNATED
FACILITY***



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As you will see in the illustration on the following page, the responsibility for supporting breastfeeding goes far beyond the lactation consultant and the mother/baby unit. Many professions and departments within a facility impact a nursing mother and baby.

Take a look at the illustration on the next page and see how some professions have defined their role in helping to support breastfeeding. Then turn to the following pages and have the appropriate departments serving mothers and babies discuss their roles for assisting with protecting, promoting and supporting breastfeeding. Then ask each individual within those departments to consider the specific role they will play.

All staff have a role in protecting, promoting, and supporting breastfeeding.

As an **obstetrician**, I discuss the importance of breastfeeding with pregnant women. I encourage the labour and birth practices that assist breastfeeding. Unless medically indicated, I avoid practices that might negatively impact on starting breastfeeding.



As a **postnatal health care assistant**, I can point out baby's signs of readiness to feed and assist mothers to be comfortable when feeding their baby. I remind visitors of the mother and baby's need for rest. I care for equipment such as pumps and storage of milk. I can notice but I do not diagnose or advise treatment if a mother is having difficulty or has concerns. I ask the midwife to come to the mother.



As a **receptionist, or ward clerk**, I ensure that posters or leaflets from formula companies are not displayed. I can assist a visitor to find a place where she can breastfeed comfortably, if requested.



As a **pharmacist**, I provide information on medication use when breastfeeding. I suggest alternative medications rather than restrict breastfeeding, unless the evidence shows the risk from breastfeeding is greater than the risk from not breastfeeding.



As a **social worker**, I recognise the emotional and financial importance of breastfeeding. I suggest to women to consider breastfeeding and to continue breastfeeding even if in difficult circumstances. I avoid offering formula as a solution.



As a **paediatrician**, I recommend that babies are breastfed and I encourage mothers to express if baby is unable to feed. I suggest bank human milk if own mother's milk is not available. I avoid restricting breast milk unless there is an overriding medical need.



As a **lactation consultant**, I keep my colleagues up-to-date and act as a resource person. I assist when additional time is needed to establish breastfeeding. I coordinate projects related to breastfeeding.



As a **dietitian**, I promote the nutritional importance of breastfeeding to both baby and mother in group talks and individual consultations. I support breastfeeding when baby or mother have a nutrition related condition and protect human milk as the norm for infant feeding.



As a **midwife, neonatal, or paediatric nurse**, I discuss the importance of breastfeeding and practices that support it. I assist mothers to learn the skills of breastfeeding.



As an **anaesthetist**, I help the mother to be comfortable during labour and birth, and the baby to be alert and ready to go to the breast. I can assist early skin to skin contact between mother and baby.



We all know where to refer women who need additional information or assistance.

We all abide by the International Code to protect mothers, babies and staff from infant formula marketing practices.

We all participate in training so that we can support mothers, babies and our hospital policy.

The Baby Friendly Initiative in Ireland is a programme of the Health Promoting Hospital Network www.ihph.ie

The BFHI Link is a newsletter of the Baby-Friendly Hospital Initiative in Ireland. This graphic is used with permission from the HPH Baby-Friendly Hospital Initiative in Ireland.

INDIVIDUAL ACTIVITY

What is your title?



What role do you play in promoting/supporting breastfeeding and the implementation of the Baby-Friendly Hospital Initiative in your facility?

GROUP ACTIVITY

Name of Department



What role does this Department play in promoting/supporting breastfeeding and the implementation of the Baby-Friendly Hospital Initiative in your facility?