

## Baby Friendly Initiative standards for universities



For all the world's children  
Health, Education, Equality, Protection



## Background

*“Shouldn't midwives and health visitors know all that anyway?”*



## Training of midwives and health visitors in the UK

- ◆ University based – mainly at degree level
- ◆ Practical placements - mentors
- ◆ Nursing and Midwifery Council (NMC) requirements
- ◆ Curriculum reviewed every 5 years



## Development of the standards

### Standards

- ◆ Expert committee
- ◆ Consultation process

### Assessment

- ◆ Registered departments
- ◆ Pilot



## Aims

To enable student midwives and health visitors to qualify with the **basic** knowledge and skills they need to promote, protect and support breastfeeding



## Aims

- ◆ To set standards for training and mentoring of students
- ◆ To provide guidance and support to lecturers
- ◆ To provide an incentive to universities
- ◆ Recognisable as “Baby Friendly”

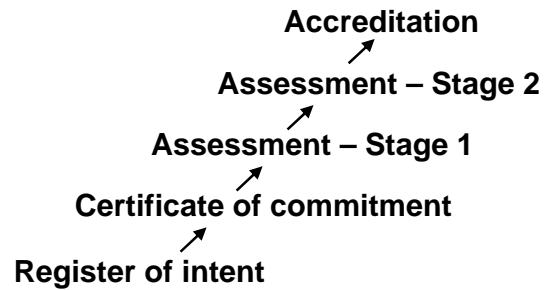


## The Standards

1. Make a written commitment to adhere to the standards
2. Ensure all students are equipped with the knowledge and skills to support breastfeeding mothers
3. Provide teaching without involvement, sponsorship or promotional materials from the artificial feeding industry

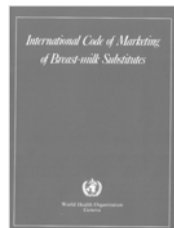


## Pathway to accreditation



## Certificate of Commitment

- ◆ Requirements of Standards 1 and 3 met:
  - Written confirmation
  - Action plan



## Stage 1

- ◆ Review of documentation:
- ◆ How 18 learning outcomes will be met
- ◆ How students will be assessed - theory and practice
- ◆ How mentors will be prepared



## Stage 2

Assessed by:

- ◆ Review of course content and students' clinical practice records
- ◆ Face-to-face interviews – knowledge and skills



## Outcomes

- ◆ Improved teaching
- ◆ Better knowledge and skills
- ◆ Increased confidence
- ◆ Improved standards of care
- ◆ More employable





## Awards

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- ◆ 11 accredited courses
- ◆ 5 completed Stage 1s
- ◆ 20 Certificates of Commitment

