

Baby-friendly Hospital Initiative in Taiwan

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Outline

- Statement and Appeal of WHO
- Milestones in BFHI, Taiwan
- Challenges of BFHI in Taiwan
- Comparison between WHO and Taiwan BFHI Certifications
- Strategy and Outcomes of BFHI in Taiwan
- Strengths of Promoting BFHI in Taiwan
- Summary

Statement and Appeal of WHO

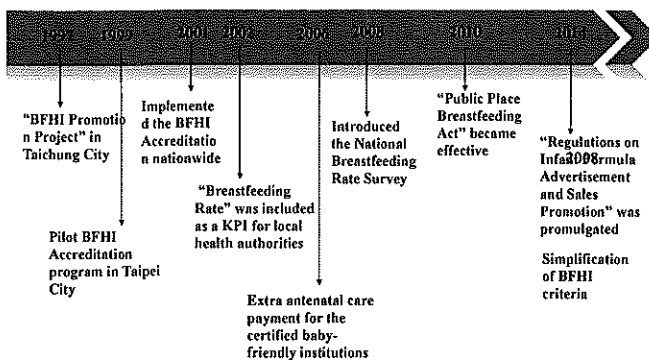
- Breastfeeding is one of the most effective ways to ensure child health and survival.
- Exclusive breastfeeding is recommended up to 6 months of age, with continued breastfeeding along with appropriate complementary foods up to two years of age or beyond.
- 1991 : WHO and UNICEF launched the Baby-friendly Hospital Initiative (BFHI)
- 2002 : The Global Strategy for Infant and Young Child Feeding
 - ensuring that hospital routines and procedures remain fully supportive of the successful initiation and establishment of breastfeeding through implementation of the BFHI.
 - ensuring that every facility providing maternity services fully practices all the "Ten steps to successful breastfeeding"

Ten Steps to Successful Breastfeeding (version before 2018)

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in (allow mothers and infants to remain together) 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Source: <https://www.unicef.org/bwoline/twsteps.htm>

Milestones in BFHI, Taiwan



Challenges of BFHI in Taiwan

- opposition to implementation of all the ten steps of BFHI

Step 2 Breastfeeding training is an extra-loading to health care staff

Step 4 early skin contact is difficult to implement

- Average caesarean birth rate was 35.6% from 2005-2016

Step 7 Rooming-in is a difficult practice owing to the traditional custom.

- Rest is very important for a post-partum woman.
- Baby room service is routinely offered by maternity care institutions
- Noise arising from baby cry in shared rooms

BFHI Certifications

WHO vs. Taiwan

- Our standards for BFHI are less stringent than the global BFHI criteria

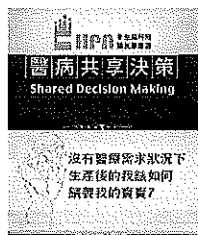
Step	WHO	Taiwan
Step 2	All health care staff who may have any contact with mothers, infants must receive at least 20 hours skill training on educating the expectant mother	Only maternity care staff are required to receive 4-hour skill training every 2 years.
Step 4	Skin to skin contact immediately after birth until the first feeding	Skin to skin contact within 30 minutes after birth: 20 minutes or more for normal vaginal delivery, 10 minutes or more for C-section mothers
Step 7	Rooming-in rate 80%	Rooming-in rate (vaginal delivery) 10% Rooming-in rate (C-section) 5%

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Shared Decision Making for Breastfeeding and Rooming-in, 2017

- SDM for breastfeeding
 - Expectant mothers without health conditions of concern, no cultural contraindication for breastfeeding, and have not yet decided on ways of feeding baby
 - Options: exclusive breastfeeding, partial breastfeeding, partial formula, all formula feeding
- SDM for rooming-in
 - Inclusion criteria: healthy mother and baby
 - Options: 24-hour rooming-in, partial rooming-in, separated care



Strengthen the Knowledge and Skills of Educating Breastfeeding for Medical Staff

- Training health professionals
 - 215 preceptors have been trained up to 2017
- At least 10 training courses are offered in different settings every year.
 - Hospitals
 - Postpartum nursing care facilities
 - Occupational health nurses
 - Local health authorities
- Annual BFHI Awards Ceremony



Supportive Network for Breastfeeding

- Maternal Care Hotline 0800-870870
- Maternal Health Website
<http://www.bhp.doh.gov.tw/mammy/>
- Mobile App: GIS (geographic information system) for baby-friendly hospitals and breastfeeding rooms, breastfeeding toolkit, Q&A and video tutorials for breastfeeding-related queries
- Facebook: Daily updated posts

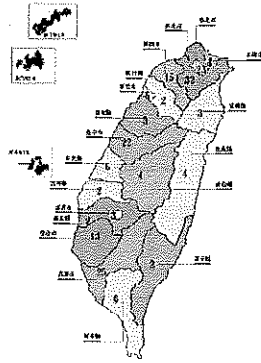


Breastfeeding Promotion Activities

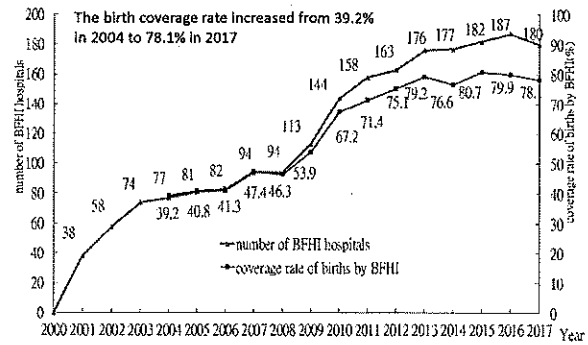


Distribution of Baby-friendly Institutions

- Up to 2017, a total of 180 maternity care providers have been certified as baby-friendly institutions, (141 hospitals, 38 clinics, 1 midwifery).
- It covers 56% of the 322 maternity care facilities, offering delivery service.

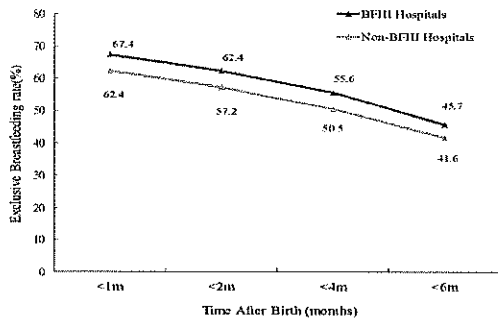


Number and Proportion of Births in the Certified Baby-friendly Institutions



Exclusive Breastfeeding Rates

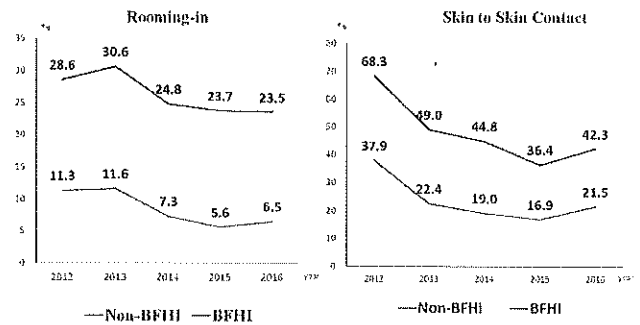
BFHI vs. Non-BFHI (2016)



Source : Health Promotion Administration, Ministry of Health and Welfare of Taiwan, 2016.

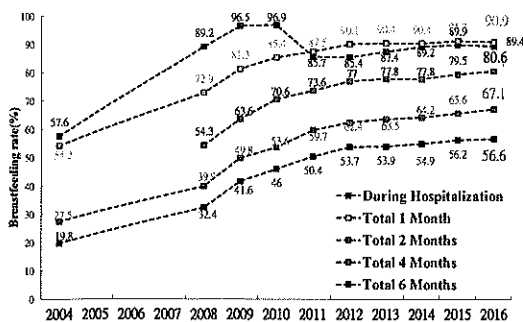
Rooming-in & Skin-to-Skin Contact Rates

BFHI vs. Non-BFHI



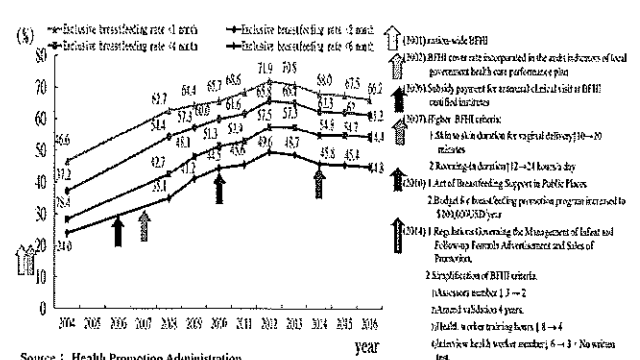
Source : Health Promotion Administration, Ministry of Health and Welfare, Taiwan, 2012-2016.

Total Breastfeeding Rate, Taiwan



Source : Health Promotion Administration, Ministry of Health and Welfare of Taiwan, 2004-2016.

Exclusive Breastfeeding Rate, Taiwan



Source : Health Promotion Administration, Ministry of Health and Welfare of Taiwan, 2004-2016.

Strengths of Promoting BFHI in Taiwan

- Central government launched the BFHI in 2001 and strengthened the standard progressively.
- Central government offers additional payment for antenatal care to certified BFHI maternity care facilities after 2006.
- “Public Place Breastfeeding Act” was enacted and became effective in 2010.
- Annual breastfeeding rate survey has been conducted since 2008 to monitor and compare factors that may affect breastfeeding rates among BFHI and non-BFHI institutions
- “Regulations on Infant Formula Advertisement and Sales Promotion” prohibit advertising the infant formula
- Certified facilities reach full compliance with International Code of Marketing of Breast-Milk Substitutes.

Summary

- Our national standard for BFHI is less stringent than the global BFHI criteria. However, through the implementation of nation-wide BFHI accreditation program, more maternity care providers are engaged.
- The breastfeeding rate increased significantly in the first 13 years and the breastfeeding rate under 6 months was relatively high (44.8% in 2016) comparing to developed countries.
- Training for the health care workers and maternity care manpower strengthening must be continued.
- We will raise our standard for BFHI, assist and encourage maternity care institutions to participate in international BFHI accreditation.
- We will introduce more comprehensive plan to further increase the breastfeeding rate.



Thank You



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Partnership!**