

HOW TO IMPLEMENT

A BABY FRIENDLY INITIATIVE IN PRIMARY CARE

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INTRODUCTION

- **Promotion and support of breastfeeding (BF)** is a public health objective for World Health Organization (WHO) with de recommendation of exclusively BF for six months and continuing up to two years or beyond with complimentary foods
- **European Commission and the WHO/UNICEF** in its Global Strategy for Infant and Young Child Feeding recognize the Baby Friendly Initiative (BFI) as the best practice model in Hospitals and Community Centers
- **Primary Health Care** play an important role in promotion, support and maintenance of human lactation
- **The Baby Friendly Spain (IHAN)** launches the BFI for the Community in 2009, as many other European countries.
- **In Madrid the Health Department** signed a Convention with IHAN to promote BF. Primary Care Health Centers are working to accomplish the steps to be designated a Baby friendly initiative in Primary Care (BFPCI)

METHODS

- To became a BFPCI Community Center, there is a seven point plan. (Chart 1)
- These points are developed in four stages (Chart 2)
- A survey was sent to the Centers registered in Madrid for the certification as BFPCI asking for information related with the points developed in each stage, and asking for BF rates. We describe the process and the BF rates of three of them

CHART 1: SEVEN POINT PLAN

1. Have a written breastfeeding policy
2. Train all staff involved in the care of mothers and babies
3. Inform all pregnant women about the benefits and management of breastfeeding
4. Support mothers to initiate and maintain breastfeeding
5. Encourage exclusive and continued breastfeeding, with appropriately introduction of complementary food
6. Providing a welcoming atmosphere for breastfeeding families
7. Promote co-operation between healthcare staff and breastfeeding support groups

Suscribe the International Code of marketing of breastmilk substitutes

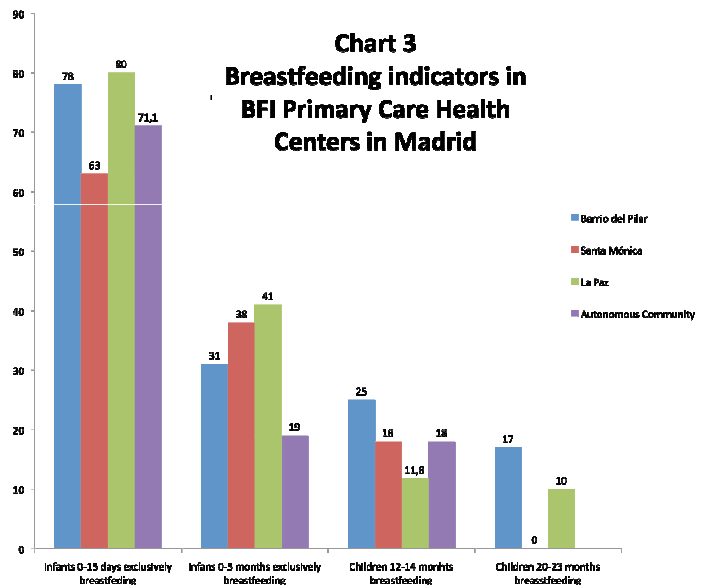


Chart 2: Accreditation stages: a pathway in 4D



RESULTS

- Four Centers engaged in the seven point plan. Currently in the stage 1.
- In average, exclusive breastfeeding rate under 15 days was 72%, under 5 months 37%, between 12 and 14 months 19%, and up to 24 months 6%.
- Rates are higher than the average of Madrid Community
- Health Centers are developing the seven point plan

DISCUSSION

- BFIPC is a useful strategy to improve breastfeeding practices
- Primary Health Centers are beginning with the implementation of BFIPC to accomplish the WHO recommendations

Acknowledgements

BFPCI are possible with the cooperation of all the staff in the Community Centers: nurses, midwives, general practitioners, clerks, pediatricians.

For further information

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More information in the website: <http://www.ihan.es/>