

## **Baby Friendly Health Initiative** **Protecting, Promoting and Supporting Breastfeeding in Australia**

The Baby Friendly Health Initiative (BFHI) is an international project that aims to give every baby the best start in life by creating a health care environment where breastfeeding is the norm and practices known to promote the health and well-being of all babies and their mothers are followed.

The BFHI Ten Steps to Successful Breastfeeding are the global standard by which health services are assessed and accredited. A 'Baby Friendly' health service is one where mothers' informed choice of feeding is supported, respected and encouraged.

### **The criteria for designation as Baby-Friendly include:**

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 one half-hour of birth.
5. Show mothers how to breastfeed and 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 - that is, 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) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic

### **Current Baby Friendly Accredited Health Services**

There are currently 23 Baby Friendly accredited health services in Victoria.

- Angliss Health Service, Ferntree Gully
- Bairnsdale Regional Health Service
- Ballarat Health Services, Base Hospital
- Bays Hospital Group, Mornington
- Benalla and District Memorial Hospital
- Casey Hospital
- Camperdown-Campus South West Healthcare
- Echuca Regional Health Service
- Geelong Hospital
- Hamilton Base Hospital
- Kyabram & District Memorial Hospital
- Kyneton District Hospital
- Latrobe Regional Health
- Maryborough District Hospital
- Mercy Hospital for Women, East Melbourne
- Mildura Base Hospital
- Mitcham Private Hospital
- Royal Women's Hospital, Carlton
- Southern Health Care – Dandenong
- Sunshine Hospital
- Terang & Mortlake Health Service
- Warrnambool-Campus South West Healthcare
- West Gippsland Hospital - Warragul

