



# Baby-Friendly Oklahoma Summit

Baby-Friendly Oklahoma is a statewide effort to help Oklahoma birthing hospitals improve maternity care and to increase the number of Baby-Friendly hospitals in Oklahoma.

## Purpose

- Provide Oklahoma Birthing hospitals support to work toward Baby-Friendly Hospital designation
- Offer a statewide Baby-Friendly Hospital Summit to educate maternity care leaders and promote steps toward the Baby-Friendly designation

**March 1, 2013 – Baby-Friendly Oklahoma Summit** – 1 day conference for all Oklahoma birthing facilities

**Location:** OU Health Sciences Center  
Samis Education Center  
1200 N. Phillips, Oklahoma City (same entrance as Children's Hospital)

**Time:** 0800-1600

- Conference free of charge
- Hospitals invited to send a leadership team (of at least 3) to learn ways to implement the Ten Steps to Successful Breastfeeding
- \$250.00 travel reimbursement provided to teams attending the March 1<sup>st</sup> Summit
- Agenda to follow
- Presentations by nationally known Baby-Friendly experts, including the Executive Director of Baby-Friendly USA

## Goals

- Improve exclusive breastfeeding rates at hospital discharge
- Improve duration rates
- Reduce Oklahoma infant mortality rates

## Contact

Becky Mannel, BS, IBCLC, FILCA  
Baby-Friendly Oklahoma Project Lead  
OUHSC Department of OB/GYN  
405-271-4350 office  
[rebecca-mannel@ouhsc.edu](mailto:rebecca-mannel@ouhsc.edu)

Anne Merewood, MPH, PhD, IBCLC  
Baby-Friendly Oklahoma Project Consultant  
Associate Professor of Pediatrics  
Boston University School of Medicine

[Oklahoma Hospital Breastfeeding Education Project](#)

## Partner Links:

[Oklahoma Hospital Association | Featured Content - Home](#)  
[Office of Perinatal Quality Improvement - OPQI](#)  
[Preparing for a Lifetime, It's Everyone's Responsibility](#)  
[Welcome To The Oklahoma Health Care Authority](#)

# FACT SHEET

## Baby-Friendly Oklahoma

Baby-Friendly Oklahoma is a statewide effort to help Oklahoma birthing hospitals improve maternity care, and to increase the number of Baby-Friendly hospitals in Oklahoma.



**Preparing  
for a  
Lifetime**  
It's Everyone's Responsibility

### WHY DO WE NEED BFHI?

Thousands of infants in the United States suffer the ill effects of suboptimal infant feeding practices. The benefits of breast-feeding are well documented. In the United States, these benefits could translate into millions of dollars of savings to our health care system through decreased hospitalizations and pediatric clinic visits. For diarrhea alone, approximately 200,000 US children, most of whom are young infants, are hospitalized each year at a cost of more than half a billion dollars. Many of these cases of diarrhea could have been prevented with breast-feeding. The CDC's mPINC survey revealed that 24% of birth facilities reported supplementing more than 50% of healthy, full-term breastfed infants. Through various studies we have learned:

- Women giving birth where supplementation rates were lowest were more likely to exclusively breastfeed.
- The longer a mother waited to initiate breastfeeding, the more likely she was to use formula.
- Exclusive breastfeeding during the hospital stay is one of the most important influences on how long babies are breastfed exclusively after discharge.

### WHAT IS THE UNICEF BABY-FRIENDLY HOSPITAL INITIATIVE?

**The Baby-Friendly Hospital Initiative (BFHI)** is a global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding. The BFHI assists hospitals in giving mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies or feed formula safely, and gives special recognition to hospitals that have done so.

### The Ten Steps to Successful Breastfeeding for Hospitals

1. Maintain 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 hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give 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 unrestricted breastfeeding.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge.