ES04

ABOUT

Breastfeeding Essentials for Ancillary Staff is suitable for non-clinical staff who come into contact with parents and infants, yet do not provide direct breastfeeding education or support. Example; Orderlies, Administration, Clerical Staff, Audiologists, Ward Assistants, Janitors / Cleaners and or Photographers.

This **SHORT PRESENTATION** will provide the participant with an understanding of the Baby-friendly Hospital Initiative® by outlining the revised 10 Steps to Successful Breastfeeding and the important role breastfeeding plays in the physiological sequence of infant health, growth and development.

MEDIA CONTENT

Concept, text and video developed by Carole Dobrich B.Sc., RN, IBCLC and Abel Alegria MA, B.A, J.D, LL.B

LANGUAGES

Available in **English**, **French** and **Spanish**.

CURRICULUM

Introduction to the Baby-friendly Hospital Initiative
The Baby-friendly Hospital Initiative
- 9 key responsibilities of national BFHI program
- Revised 2018 10 Steps to Successful Breastfeeding
  Critical management procedures (steps 1 & 2)
  - o The International Code of Marketing of Breastmilk Substitutes
  - o Infant Feeding Policy
  - o Monitoring and data-management
  - o Education - knowledge, competence and skills
  Key clinical practices (steps 3 - 10).
  - o Importance and management of breastfeeding
  - o Skin-to-skin & support to initiate breastfeeding
  - o Breastfeeding & common difficulties
  - o No supplements unless medically indicated
  - o 24-hour rooming-in
  - o Responding to infant feeding cues
  - o Counsel on the use & risks of bottles, teats, pacifiers
  - o Coordinate timely access to support after discharge

Infant Feeding: Natural and Normal
- Value of breastfeeding
- Risks for non-breastfeeding infants
- Risks for non-breastfeeding parents

ACCREDITATION

ENROLLED PARTICIPANTS
Enrolled participants must view the course video and complete and pass a short online assessment.
On successful completion participants will receive a certificate of completion.