

Alaska Native Medical Center
Healthy Infant Feeding Policy # 509

1. Purpose

- 1.1. To create a campus-wide environment that encourages and supports optimal infant feeding
- 1.2. To develop and implement a comprehensive infant feeding plan that meets the objectives of the World Health Organization and UNICEF's Baby Friendly Hospital Initiative (BFHI) and supports the mission and vision of the Alaska Native Medical Center
- 1.3. To establish a link between prenatal education, intrapartum care, and postpartum follow-up with access to timely and skilled support

2. Scope

The ANMC accredited campus and its staff, which includes employees, residents, non-physician interns, students, volunteers and contractors.

3. Definitions

- 3.1. "Exclusive breastfeeding" is providing breastmilk as the sole source of nutrition, with the exception of vitamins, minerals and medicines.
- 3.2. "Breastmilk substitutes" are any food being marketed or otherwise represented as a partial or total replacement of breastmilk, whether or not suitable for that purpose.

4. Policy

- 4.1. The ANMC campus will support and protect a family's infant feeding decision with current evidenced-based care. Through supporting and protecting a family's decision, whether breastfeeding or feeding with breastmilk substitutes, optimal infant feeding will be achieved and ultimately improve nutritional status, growth, development, and overall health.

4.2. Promotion of Breastfeeding

All educational materials distributed to breastfeeding mothers in regard to infant feeding will be evidence-based and promote breastmilk. ANMC staff will promote breastfeeding as the preferred method of providing nutrition to infants by including the following recommendations:

- 4.2.1. exclusively breastfeed for the first 6 months;
- 4.2.2. continued breastfeeding as complementary foods are introduced; and
- 4.2.3. continuation of breastfeeding for one year or longer as mutually desired by mother and infant.

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4.3. Breastmilk Substitutes and Feeding Devices

4.3.1. ANMC does not distribute to pregnant women, mothers or families materials, samples or gift packs that consist of breastmilk substitutes, bottles, nipples, artificial nipples, or other infant feeding equipment or coupons for the above items.

4.3.2. ANMC does not accept free gifts, non-scientific literature, money, equipment, material or support for breastfeeding education or events from manufactures of breastmilk substitutes, bottles, or artificial nipples.

4.3.3. ANMC does not allow employees of manufacturers or distributors of breastmilk substitutes, bottles, and artificial nipples to have direct communication with pregnant women and mothers.

4.4. Communication of Healthy Alaska Native Infant Feeding Policy

4.4.1. Postings on Campus. 10 Steps to Successful Breastfeeding and an attestation that ANMC upholds the International Code of Marketing of Breast-milk Substitutes as written by the BFHI will be posted and retained in all locations where care is provided to pregnant, laboring, or postpartum women; infants; and young children.

4.4.2. New Hire Orientation. This policy will be reviewed at new hire orientation with all applicable new employees of Southcentral Foundation and the Alaska Native Tribal Health Consortium.

4.4.3. Annual Orientation. This policy will be communicated to all applicable healthcare staff on an annual basis or any time changes are made to the policy.

4.4.4. Posting on ANMC's Intranet. This policy will be made available for all employees to access via the intranet.

4.5. Staff Education and Documentation of Training

ANMC health professionals who regularly provide care to mother-infant dyads at Family Birthing Services will attend educational sessions on lactation management appropriate to their position of practice as stated by the BFHI and in compliance with ANMC's Healthy Native Infant Feeding Procedure.

4.6. All messages regarding infant feeding across the ANMC campus will be reviewed through the Healthy Native Infant Feeding Committee to ensure that consistent evidenced-based information is provided to customer-owners.

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References

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2. American Academy of Pediatrics (2009). Sample Hospital Breastfeeding Policy for Infants. (Accessed 1/6/15)
http://www2.aap.org/breastfeeding/curriculum/documents/pdf/hospital%20breastfeeding%20policy_final.pdf
3. American Academy of Pediatrics. (2012). Policy statement: breastfeeding and the use of human milk. *Pediatrics*, 129(3) e827-e841.
4. Baby Friendly USA. (2010). Guidelines and Evaluation Criteria for Facilities Seeking Baby-Friendly Designation. (Accessed 5/25/16). <https://www.babyfriendlyusa.org/get-started/the-guidelines-evaluation-criteria>
5. Ip S, Chung M, Raman G, Chew P, Magula N, DeVine D, Trikalinos T, Lau J. Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries. Evidence Report/Technology Assessment No. 153 (Prepared by Tufts-New England Medical Center Evidence-based Practice Center, under Contract No. 290-02-0022). AHRQ Publication No. 07-E007. Rockville, MD: Agency for Healthcare Research and Quality. April 2007.
6. Kramer M., & Kakuma R. Optimal duration of exclusive breastfeeding. Cochrane Database of Systematic Reviews 2012, Issue 8. Art. No.: CD003517. DOI: 10.1002/14651858.CD003517.pub2.

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Responsibility	Healthy Native Infant Feeding Committee, Chair & Senior Lactation and Infant Feeding Consultant
Written	6/2016
Recommend approval and date	ANMC Clinical Quality Council
Approval	ANMC Joint Operating Board
Date approved	11/1/2016
Date last reviewed	11/1/2016
Date last revised	11/1/2016