

## UNICEF UK Baby Friendly Initiative E-learning for GPs Guidance for Participants

This training package has been put together by the UNICEF UK Baby Friendly Initiative in order to provide GPs with the information necessary to support a breastfeeding mother – particularly one who may be experiencing problems.

The British Medical Association, in their 2009 publication *Early life nutrition and lifelong health* noted that GPs in the UK have a limited role in supporting breastfeeding and therefore it is not considered necessary for their education to include clinical skills in supporting breastfeeding. This package covers information needed for GPs to support mothers relevant to their role.

By the end of the package, you should have a basic understanding of how breastfeeding works; why it is important; knowledge of how to treat common breast conditions (mastitis, thrush, etc) and how to access a reliable reference source for prescribing drugs for breastfeeding mothers. You should also know how to refer mothers to the most appropriate professional for breastfeeding help and support (particularly when a baby is failing to thrive).



Royal College of  
General Practitioners

**This e-learning package has been endorsed by the Royal College of GPs**

### How it works

This web-based package will take about 25 minutes to complete. You will need to have access to a printer before you start. There is also some background information on the UNICEF UK Baby Friendly Initiative overleaf which may be helpful to have to hand during the training. Towards the end this programme you will be asked to complete the “empty” boxes in on-screen flow charts with the names and contact numbers for:

- Health visitors office in your practice area
- Community midwives office in your local practice area
- Local Maternity Hospital
- Local Pump Hire Agent
- The breastfeeding lead for your practice area
- Local Breastfeeding Support Groups
- Your nearest baby-café or similar

Once you log on to the e-learning, you will need to enter the following details:

- Your name
- GMC number
- Practice name

You will then be taken through a short tutorial with several multiple choice questions checking the key concepts. You will need to answer each question before you can move onto the next. If you answer any question incorrectly, you will be given some feedback and given another opportunity to choose the correct option.

This course is underpinned using a number of references. The references that support each section can be read by pressing the “two documents” icon in the bottom left-hand corner of the screen. The complete references are also available from the opening screen, to enable you to read them or print them out at any time without having to work through the package again. You will though, have to re-enter your password.

You can exit the programme at any time and return to it a later date, as many times as you like. However, you cannot save a partially completed programme.

When you have completed the programme, this fact will be transmitted to whoever purchased the training package. You can then print your certificate for your CPPE/CPD portfolio.

If you have any difficulties, please contact whoever purchased the training package, who will contact the Baby Friendly Initiative for clarification if needed.

## **Introduction to the UNICEF UK Baby Friendly Initiative**

### **What does it do?**

The Baby Friendly Initiative works nationally and internationally with health-care systems to ensure a high standard of care for pregnant women and breastfeeding mothers and babies. It provides support for health-care facilities which are seeking to implement best practice and offers an assessment and accreditation process which recognises those which have achieved the required standard.

### **The beginnings**

In 1989, WHO/UNICEF published a Joint Statement\*, which began by listing 10 important steps to successful breast-feeding - intended for application in every facility providing maternity services and care for newborn infants.

Three years later, in 1992, what was at first called the Baby Friendly Hospital Initiative was launched. This was a worldwide, public health programme, designed to encourage maternity hospitals to implement the *Ten Steps to Successful Breastfeeding* and to practise in accordance with the *International Code of Marketing of Breastmilk Substitutes*.

In 1994 The Baby Friendly Initiative came to the UK, and in 1998 its principles were extended to cover the work of community health care services in the *Seven Point Plan for Sustaining Breastfeeding in the Community*. In 2012, the standards were fully revised to reflect changes in evidence and practice and to incorporate elements that promote nurturing and relationship-building to improve health outcomes. The Baby Friendly Award is presented to health-care facilities that fully implement the standards, and can show that they comply with the requirements of the *International Code of Marketing of Breastmilk Substitutes*.

## **The UNICEF UK Baby Friendly Initiative standards for Health visiting and Children's Centres**

### **Stage 1: Building a firm foundation**

1. Have written policies and guidelines to support the standards.
2. Plan an education programme that will allow staff to implement the standards according to their role.
3. Have processes for implementing, auditing and evaluating the standards.
4. Ensure that there is no promotion of breastmilk substitutes, bottles, teats or dummies in any part of the facility or by any of the staff.

### **Stage 2: An educated workforce**

Educate staff to implement the standards according to their role and the service provided.

### **Stage 3: Parents' experiences of health visiting/public health nursing services**

1. Support pregnant women to recognise the importance of breastfeeding and early relationships for the health and well-being of their baby.
2. Enable mothers to continue breastfeeding for as long as they wish
3. Support all mothers to make informed decisions regarding the introduction of food or fluids other than breastmilk.
4. Support parents to have a close and loving relationship with their baby.

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\* Protecting, promoting and supporting breastfeeding: the special role of the maternity services. WHO/UNICEF, 1989, WHO, Geneva

### **Stage 3: Parents' experiences of children's centres or equivalent early years settings in Wales, Scotland and Northern Ireland**

1. Support pregnant women to recognise the importance of breastfeeding and early relationships for the health and well-being of their baby.
2. Protect and support breastfeeding in all areas of the service.
3. Support parents to have a close and loving relationship with their baby.

### **The International Code of Marketing of Breastmilk Substitutes**

1. No advertising of breastmilk substitutes, bottles teats or dummies in the health care system of to the public.
2. No free samples to be given to mothers or pregnant women.
3. No free or subsidised supplies to hospitals
4. No contact between company marketing personnel and mothers.
5. Materials for mothers should be non-promotional and should carry clear and full information and warnings.
6. Companies should not give gifts to health workers.
7. No free samples to health workers, except for professional evaluation or research at the institutional level.
8. Material for health workers should contain only scientific and factual information.
9. No pictures of babies or other idealising images on infant formula labels.
10. The labels of other products must provide the information needed for appropriate use, so as not to discourage breastfeeding.

### **In addition**

No advertising of breastmilk substitutes, feeding bottles, teats or dummies is permissible in any part of the health-care facility. The display of manufacturers' logos on items such as calendars, mugs, pens and stationery is also prohibited, under the International code. No literature provided by infant formula manufacturers is permitted. Educational material for distribution to women and their families must be approved by the facilities' senior manager to ensure it complies with the International Code.

### **Accreditation**

Accreditation as a Baby Friendly facility takes place in three stages:

**Stage 1** of the assessment procedure is designed to ensure that the necessary policies, guidelines, information and mechanisms are in place to allow health-care providers to implement the Baby Friendly standards effectively.

**Stage 2** involves the assessment of staff knowledge and skills.

**Stage 3** assesses the implementation of the Baby Friendly standards in the care of pregnant women and new mothers.

For more information on the UNICEF UK Baby Friendly Initiative, please visit our website

<http://www.unicef.org.uk/babyfriendly> or email us at [bfi@unicef.org.uk](mailto:bfi@unicef.org.uk)