

Issue 17  
December 2003



THE NEWSLETTER OF THE BABY FRIENDLY INITIATIVE IN IRELAND

BFHI LINK



## Highlights from the Baby Friendly Hospital Initiative Report to the Health Promoting Hospitals Forum

**Participation:** Twenty of the twenty-two maternity units nationally are participating in the BFHI and seven of these hold Certificates of Commitment. Three maternity units are in the process of having full BFHI assessment to the WHO/UNICEF Global Criteria. There are nine hospitals/units with Breastfeeding Supportive Paediatric Unit membership. The Breastfeeding Supportive Workplace project is now available to all HPH hospitals.

**Networking:** On-going contact continues with the BFHI co-ordinators in other countries. *BFHI Link* continues to be well received containing news items from participating hospitals as well as educational updates. The parent's handout page in each issue has proved particularly popular with many hospitals distributing these pages to all their clients. This year again, a workshop for hospital BFHI co-ordinators was held. BFHI had a display stand and plenary presentation on the BFHI at a number of events. The BFHI web site went live in March 2003, via the All Ireland HPH web site.

**Other:** Training of hospital assessors BFHI in Ireland continued. BFHI provided a work placement for two students on the Master's in Health Promotion, NUIG. Their focus was on the workplace pack and the BFHI web site. The BFHI Advisory Committee has representatives from each health board area and the breastfeeding organisations. They met regularly, plus email communication. The BFHI Co-ordinator has a seat on the National Breastfeeding Committee and has attended all plenary and sub-group meetings as well as participating in email discussions. Breastfeeding rates for 2002 returned to BFHI show an increase to 43% for any breastfeeding on discharge. Informal visits were made to six individual hospitals. The major barrier to further BFHI progress appears to be lack of dedicated staff time to the project in a number of hospitals.

**Plans for 2004:** To further develop the Paediatric projects so as to involve more units and to move some to the next level. The Workplace project will be available. The BFHI in maternity units will continue to be supported with another group of hospitals encouraged to move to the level of Certificate of Commitment as well as hopefully awarding Ireland's first full status Baby Friendly hospitals. Particular emphasis will be put on completing and evaluating structured action plans. Our success in linking the BFHI with HPH will be further shared with other countries.

### Awards

#### Certificate of Membership

Mayo General Hospital, Castlebar, Co. Mayo

#### Certificate of Commitment

Rotunda Hospital, Dublin

#### Breastfeeding Supportive Workplace

Portiuncula Hospital, Ballinasloe - Bronze Award  
Regional Hospital, Waterford - Bronze Award  
Sligo General Hospital, Sligo - Bronze Award  
National Maternity Hospital, Dublin - Bronze Award

Presented November 2003



#### Focus this issue:

Breastfeeding is Health Promoting -  
Including special insert for Hospital Administrators

### Healthy Hearts

Not breastfeeding or early introduction of artificial feeding is linked with high values of cholesterol, a greater prevalence of obesity (twice as likely in never breastfed children); and raised systolic blood pressure in childhood – all markers of adult coronary heart disease. Breastfeeding is also dose-dependent - the longer the duration of breastfeeding, the lower the systolic blood pressure and the less likelihood of being overweight in childhood.

Dietz WH. *JAMA*;285:2506-2507, 2001  
 Wilson AC, et al. *BMJ*, 316:21-5, 1998  
 Singhal A, Cole T, *The Lancet*, 357:413-419, 2001  
 von Kreis R, et al. *BMJ*,319:147-150, 1999  
 Owen CG; et al. *Pediatrics* Sep; 110(3): 597-608, 2002  
 Hediger ML, et al *JAMA*.;285:2453-2460,2001  
 Gillman MW, et al. *JAMA*.;285:2461-2467,2001  
 Armstrong J; Reilly JJ. *Lancet* 359(9322): 2003-4, 2002.  
 Toschke AM, et al. . *J Pediatr* 141;6: 764-9,2002

### Women's Health

Lactation is associated with a temporary increase in bone turnover that is reversed after weaning. Overall, breastfeeding confers a positive effect on bone mineral density.

The relative risk of breast cancer decreased by 4.3% for every 12 months of (cumulative) breastfeeding in addition to a decrease of 7.0% for each birth.

Mothers who do not breastfeed are more likely to remain above their pre-pregnancy weight than mothers who breastfeed, thus contributing to long-term obesity.

Karlsson C; Obraet al *Osteoporos Int* 12(10): 828-34, 2001;  
 Laskey, M.A. & Prentice A. *Obstet Gynecol*; 94(4):608-15, 1999  
 Sowers, M.F. *JAMA*, 269(24):3130-35, 1993  
 Collaborative Group on Hormonal Factors in Breast Cancer. *Lancet* 360(9328): 187-95, 2002  
 Heinig MJ, Dewey KG. *Nutrition Research Reviews*, 10: 35-56,1997



## Breastfeeding – at the heart of health promotion

### Child Health

Compared to the baby who is fully breastfed for more than 13 weeks, the baby who does not receive breast milk is:

- ♥ 5 times more likely to be admitted to hospital with diarrhoea and more likely to be ill for longer,
- ♥ 2 times more likely to be admitted with respiratory disease and to have severe wheezy illness,
- ♥ 2 times more likely to suffer from otitis media,
- ♥ 2 times more likely to develop eczema or a wheeze if from a family with a history of atopic disease,
- ♥ 5 times more likely to develop a urinary tract infection.

In addition, babies who do not breastfeed may have:

- ♥ reduced ability to produce antibodies in response to immunisations,
- ♥ increased risk of developing diabetes mellitus,
- ♥ lower developmental performance and educational achievement, thus reducing earning potential.

Howie PW, et al *BMJ*: 300:11-16, 1990  
 Baker D, et al *J. Epidemiol Community Health*; 52: 451-8, 1998  
 Wright AL, et al *BMJ*, 299, (6705), 946-949, 1989  
 Duncan B, et al *Pediatrics*, 91,(5), 867-872, 1993  
 Aniansson G, et al. *Pediatr Infect Dis J*, 13,(5), 183-188, 1994  
 Lucas A, et al. *BMJ*, 300, (6728) 837-840, 1990  
 Burr ML, et al. *J Epidemiol Community Health*, 43, (2)125-132, 1989  
 Saarinen UM, et al. *Lancet*, 346, (8982), 1065-1069, 1995  
 Pisacane A, et al.. *J Pediatr*; 120,(1) 87-89, 1992  
 Pabst et al, *Acta Paediatr* 86:1291-1297, 1997  
 Young TK; et al. *Arch Pediatr Adolesc Med* Jul; 156(7): 651-5, 2002  
 Heinig MJ, Dewey KG. *Nutrition Research Reviews* 9, 89-110,1996  
 Horwood LJ, Fergusson DM. *Pediatrics*, 101(1); E9, 1998

### Mental Health

Longer breastfeeding duration is significantly associated with increased breastfeeding self-confidence, lower levels of maternal anxiety and depression, increased self-esteem and coping capacity, and stronger social health.

High prolactin levels during breastfeeding is associated with less maternal depression.

Breastfeeding improves the mother-child relationship and the infant's stimulation.

Papinczak TA, Turner CT *Breastfeed Rev* 2000 Mar;8(1):25-33  
 Abou-Saleh M, et al. *Psychoneuroendocrinology* 1998 23(5):465-75  
 Temboury MC et al *J Pediatr Gastroenter Nutr* 18:32-36, 1994

### Cognitive and Neurological Outcomes

Increasing duration of breastfeeding is associated with consistent and statistically significant increases in child cognitive ability and educational achievement.

Children who had been breastfed were found to perform better on neurological tests with children born with minor neurological abnormalities deriving the most benefit.

Children who had received own mother's milk when preterm infants, showed higher IQ at age 8 years.

Horwood JL & Fergusson DM. *Pediatrics* 101(1):01-07, 1998.  
 Lanting CI et al. *Lancet*, 344:1319-22, 1994  
 Lucas A et al. *Lancet* 339: 261-264, 1992

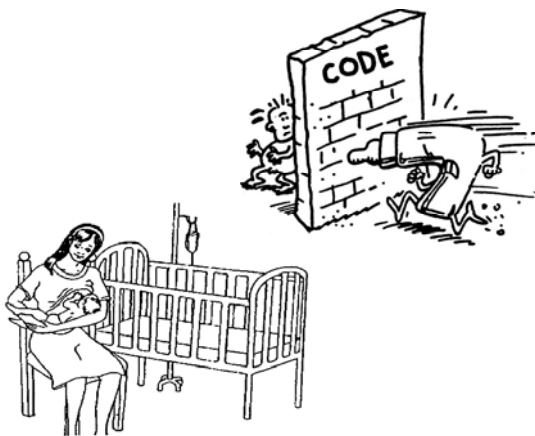
### Combating Poverty

For an individual family, to formula feed one baby for 6 months, requires them to purchase 22 kg of formula powder, feeding bottles, teats, cleaning and sterilising equipment plus the cost of boiling the water to make up the feeds, the cost of heating water for washing the equipment and the time needed for preparation.

***BFHI in Ireland is a project of the Irish Health Promoting Hospitals Network***

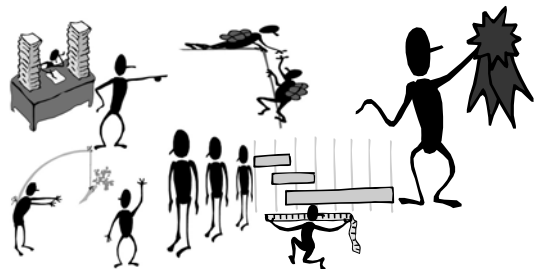
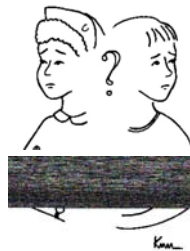
The Irish Health Promoting Hospitals aims to provide a structure through which all hospitals - and those working in hospitals - are assisted to undertake an active role in the promotion of health. It seeks to establish supportive and communication mechanisms through which hospitals are assisted and encouraged to work together towards the acceptance of health promotion as an intrinsic part of the culture and services provided by all health services organisations.

***Baby Friendly Hospital Initiative projects involve***



Twenty maternity units and nine paediatric units actively working to put supportive and sustainable policies and practices in place to enable mothers to make informed decisions and carry out those decisions.

Health promotion projects for staff with time, space and support to breastfeed at work through the Breastfeeding Supportive Workplace Project.



Planning, team work, evaluation and achievement with seven maternity units achieving a Certificate of Commitment.