

The Academy for Breastfeeding Medicine, International, in cooperation with US Department of Health and Human Services, WHO and UNICEF, has developed many protocols that may serve as a basis for national development of criteria for Baby-friendly Paediatrics or Baby-friendly NICUs. These protocols are posted and updated regularly. ABM is dedicated to continuing the development and dissemination of these standards for practice on their website: <http://www.bfmed.org/protocols.html>.

### **Baby-friendly physician's office: Optimizing care for infants and children**

This guidance is derived from the ABM draft protocol which is available in full on their website. This is presented for consideration in the development of criteria for Baby-friendly Physician Offices.

#### **Issues to consider in developing criteria for Baby-friendly physician offices<sup>20</sup>**

1. Establish a written breastfeeding friendly office policy and inform all new staff about the policy.
2. Encourage breastfeeding mothers to exclusively breastfeed. Instruct mother not to offer bottles or a pacifier till breastfeeding is well established.
3. Offer culturally and ethnically competent care.
4. Offer a prenatal visit and show your commitment to breastfeeding during this visit.
5. Collaborate with local hospitals and maternity care professionals in the community. Convey to delivery rooms and newborn units your office policies on breastfeeding initiation.
6. Schedule a first follow-up visit 48-72 hours after hospital discharge or earlier if breastfeeding related problems, such as excessive weight loss (>7%) or jaundice are present at the time of hospital discharge.
7. Ensure availability of appropriate educational resources for parents. Educational material should be non-commercial and not advertise breast milk substitutes, bottles and nipples.
8. Do not interrupt or discourage breastfeeding in the office. Allow and encourage breastfeeding in the waiting room. Ensure an office environment that demonstrates breastfeeding promotion and support.
9. Develop and follow triage protocols to address breastfeeding concerns and problems.
10. Commend breastfeeding mothers during each visit for choosing and continuing breastfeeding.
11. Encourage mothers to exclusively breastfeed for 6 months and continue breastfeeding with complementary foods until at least 24 months and thereafter as long as mutually desired. Discuss introduction of solid food at 6 months of age, emphasizing the need for high-iron solids and assess for need for vitamin D supplementation.
12. Have a written breastfeeding policy and provide a lactation room with supplies for your employees who breastfeed or express breast milk at work. Encourage community employers and day care providers to support breastfeeding.
13. Acquire or maintain a list of community resources and support local breastfeeding support groups.

<sup>20</sup> Modified from ABM Protocol.