



JA PreventNCD

Joint Action Prevent Non-Communicable Diseases



Helsedirektoratet

Norwegian Directorate of Health

Baby-Friendly Community Health Services Norway (Best Practice)

Ann-Magrit Lona and Anne Bærug

Norwegian Directorate of Health



Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor HADEA can be held responsible for them.

Baby-Friendly Community Health Services:

A designation for community health services that have been approved based on criteria adapted from the WHO/UNICEF's Baby-Friendly Hospital Initiative, tailored specifically for community health services.



EU Best Practice for the prevention of NCDs (2022): The Baby-Friendly Community Health services

- strengthening breastfeeding support after hospital discharge

Documented effectiveness

Possible replicability to other settings

Sustainability

Ethically soundness, relevance, stakeholder participation

Cost-effectiveness



Stepien et al. European public health best practice portal – process and criteria for best practice assessment. Arch Pub Health (2022)

Bærug et al. Effectiveness of Baby-friendly community health services on exclusive breastfeeding and maternal satisfaction: a pragmatic trial. Maternal & Child Nutrition 2016; 12: 428-39.



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Six steps: Baby-Friendly Community Health Service (BFCHS)

An adaption of WHO/UNICEFs Ten steps of successful breastfeeding



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The community maternal and child health services in Norway



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- A free, universal, community-based service offering preventive care for families from pregnancy to school age.
- Pregnant women may receive antenatal care from a midwife or their GP
- Home visit by a midwife within 2 days after discharge, and by a public health nurse between days 7–10
- Children aged 0–4 years are offered 14 regular check-ups by a public health nurse
- Doctors perform medical examinations at four of these visits



Organisation of the Baby-Friendly work in Norway



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Designation unit: Norwegian Directorate of Health

- Two public health nurses working with the Baby-Friendly Community Health Services (BFCHS)
- One midwife working with the Baby-Friendly Hospital Initiative (BFHI)
- Two nutritionist



Hanne M. Bliksås



Ann-Magrit Lona



Lisbet Mulder Pettersen



Gry Hay



Anne Bærug



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the European Union

Step 1

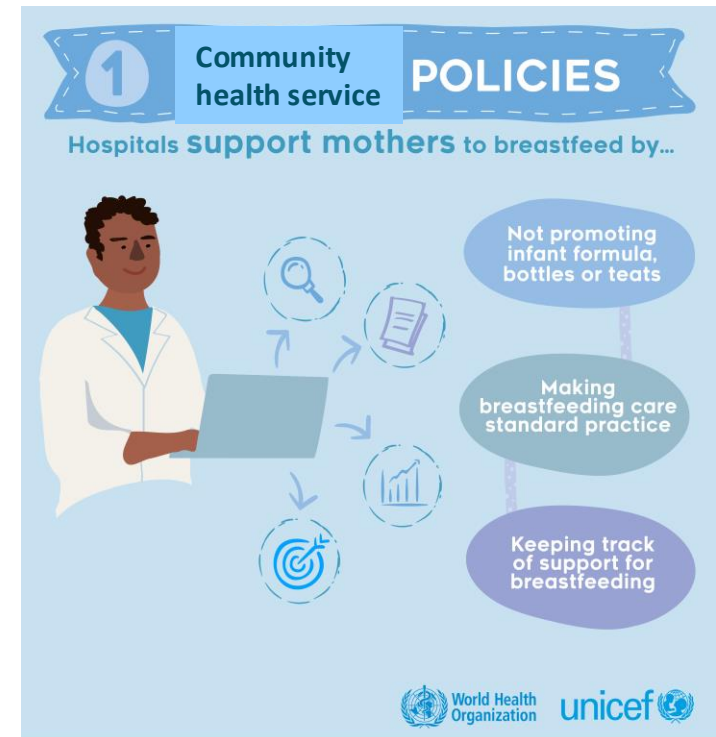


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Step 1a: *Comply fully with the WHO International Code of marketing of Breastmilk Substitutes and relevant World Health Assembly resolutions*

Step 1b: *Have a written infant feeding policy that is routinely communicated to staff and parents.*

Step 1c: *Establish ongoing monitoring of compliance with the Baby-Friendly Standard in the community health services data-management systems.*



Steps 2, 3, 4 and 5

Step 2: *Ensure that staff have sufficient knowledge, competence, and skills to support breastfeeding.*

Step 3: *Discuss the importance and management of breastfeeding with pregnant women and their families.*

Step 4: *Establish a coordinated chain of support between antenatal care, maternity/neonatal units, and the community health services*

Step 5: *Support mothers to initiate and maintain breastfeeding and manage common difficulties.*



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Step 6

Step 6: Provide the support mothers need to enable them to breastfeed exclusively for about six months, with continued breastfeeding along with introducing appropriate complementary foods for up to 1 year of age or longer if mutually desired.





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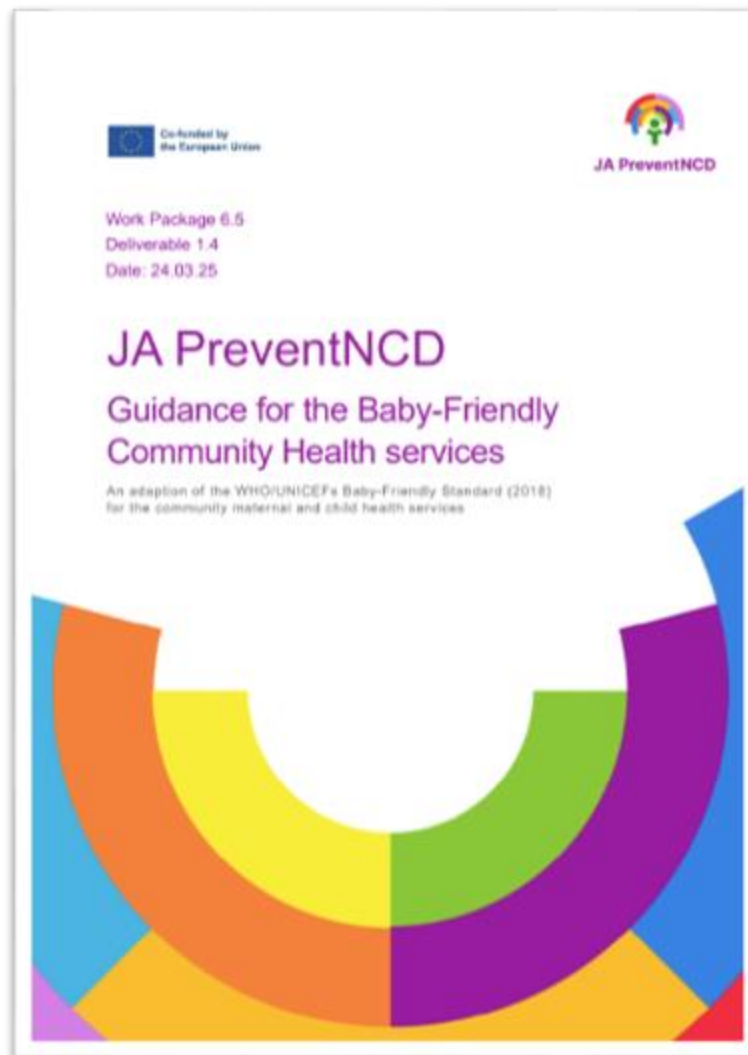
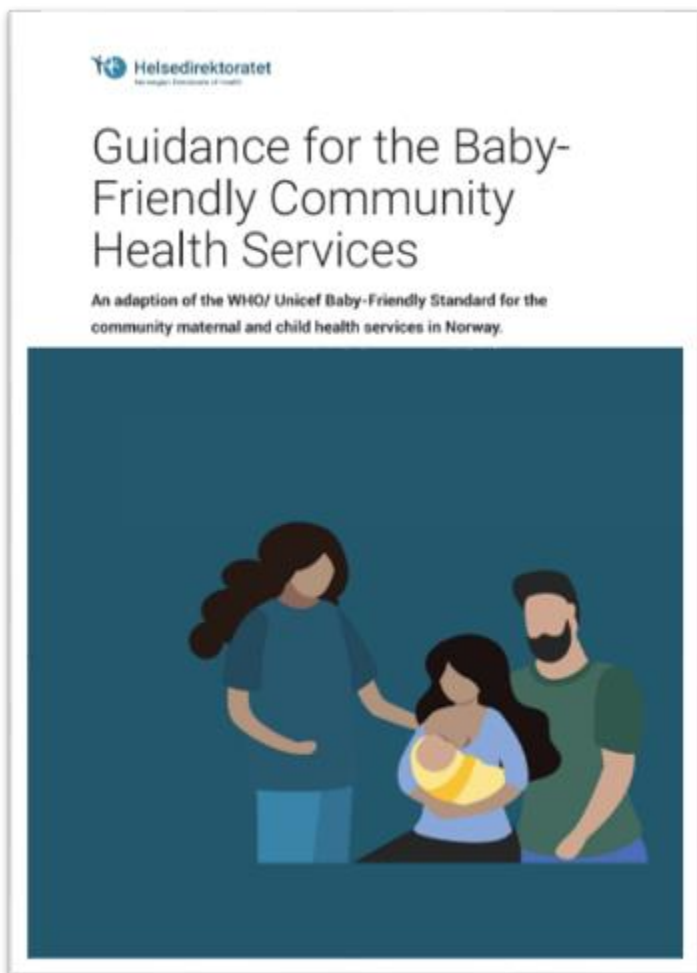
How to become a Baby-Friendly Community Health service (BFCHS)

Health services for antenatal, maternal, and infant care (0-2 years)



Helsedirektoratet

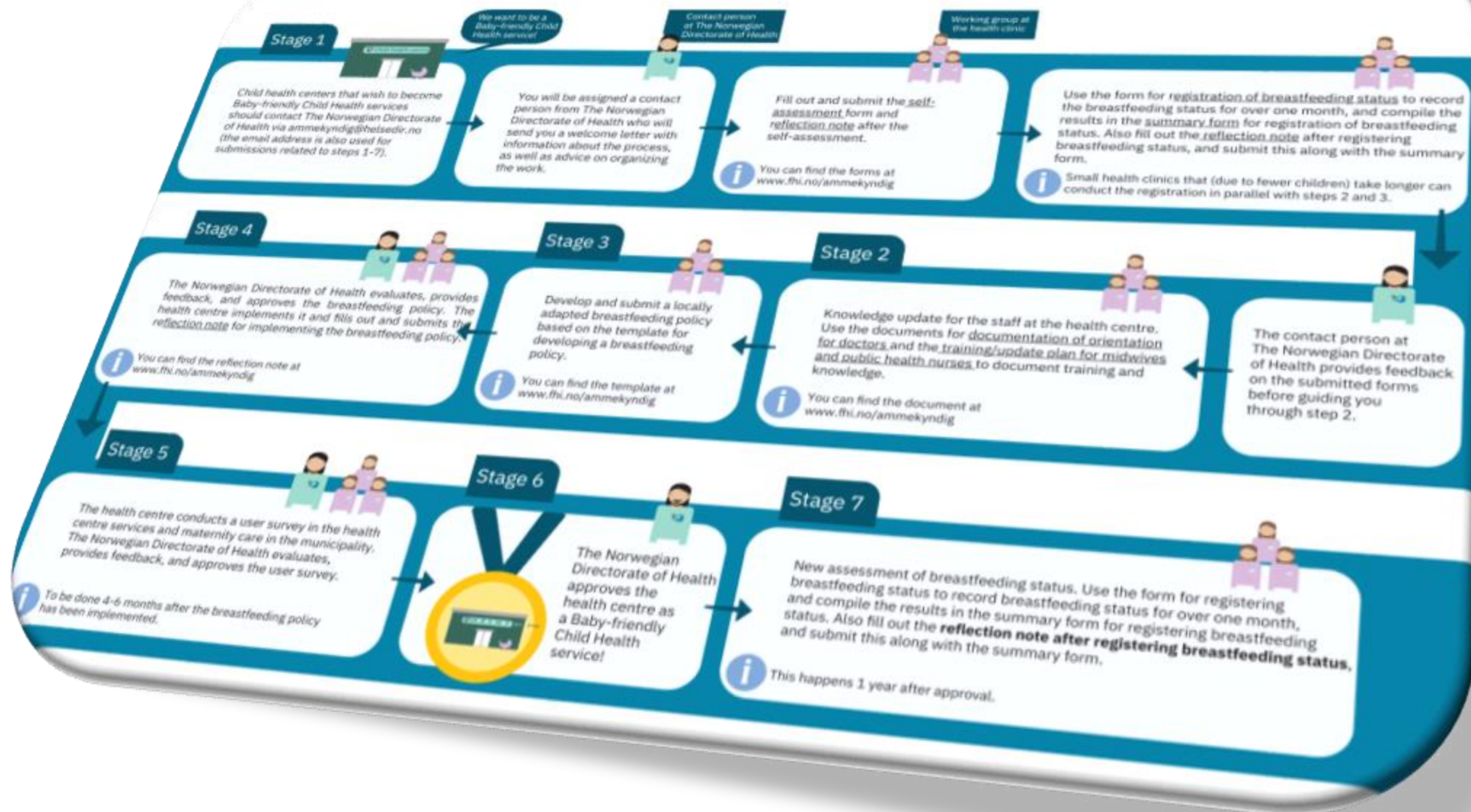
Norwegian Directorate of Health



Flowchart for Baby-friendly Child Health services



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Stage 1. Self-assessment questionnaire and mapping of breastfeeding prevalence

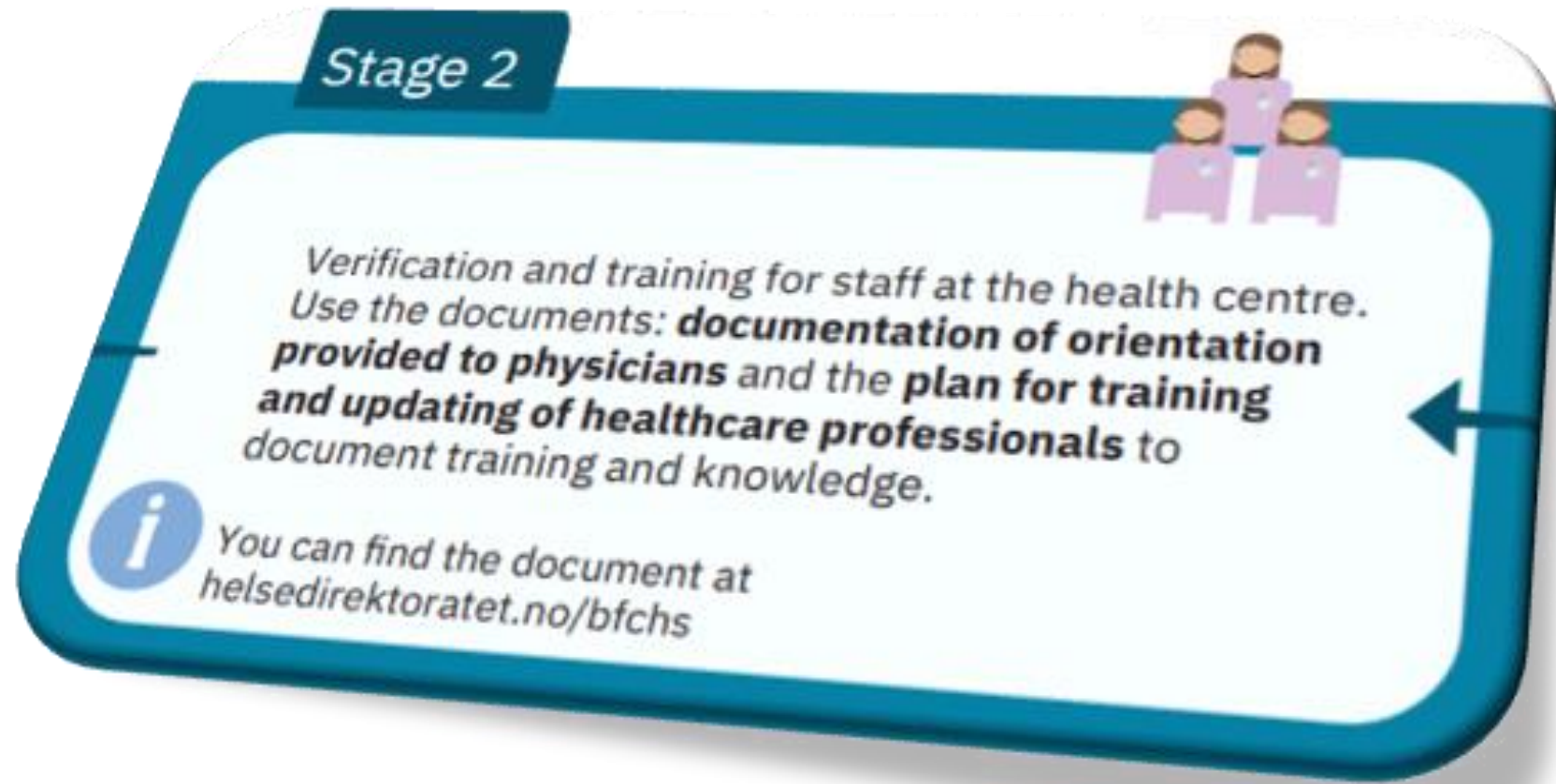
Stage 1

Fill out and submit the **self-assessment form** and **reflection note** after the self-assessment. You can find the forms at helsedirektoratet.no/bfchs

Use the form for **registering infant feeding status** to document breastfeeding status for over one month, including infants at 5 months and 1 year of age, and compile the results in the **summary form** for breastfeeding status registration. After completing the registration, fill out the **reflection note** and submit it along with the summary form. Small health services that, due to a lower number of children, require more time may conduct the registration in parallel with steps 2 and 3



Stage 2. Ensure that staff have sufficient knowledge, competency and skills to support breastfeeding.



Plan for training and updating of healthcare professionals

All health professionals who help mothers with infant feeding should have their competencies in implementing the Six steps for the Baby-Friendly Community Health Services assessed. This assessment also includes the ability to guide and support mothers who do not breastfeed. Newly employed staff should have completed competency verification and training within three months of employment.

Theoretical knowledge :

- ☐ Conduct BreastFEEDucation, including discussing of case reports with colleagues.

Employees should be familiar with the following literature:

- ☐ [National guidelines on postnatal care \(Helsedirektoratet, 2014\)](#)
- ☐ [National guidelines on infant nutrition \(Helsedirektoratet.no\)](#)
- ☐ [National guidelines on health promoting and preventive services to children 0-20 years](#)
- ☐ [National guidelines on pregnancy care \(helsedirektoratet.no\)](#)
- ☐ [Breastfeeding – a handbook for health professionals 2023.](#)
- ☐ [WHO International Code of Marketing of Breastmilk Substitutes](#)
- ☐ [National clinical guidelines on medical breastfeeding complications](#)
- ☐ [Lancet breastfeeding series \(on health effects\)](#)

Employees must be familiar with relevant support resources.

- ☐ [The webpage on breastfeeding and the Baby-friendly standard](#)
- ☐ [All about infant nutrition \(helsenorge.no\)](#)
- ☐ [Ammehjelpen.no \(mother to mother support group\)](#)
- ☐ [Global Health Media](#)
- ☐ [The movie "Breast is best"](#)

Practical knowledge

Suggestions for practical training

- ☐ Conduct colleague-supervised breastfeeding counselling or hospital shadowing
- ☐ Discuss breastfeeding case studies
- ☐ Perform a breastfeeding observation using a structured breastfeeding observation tool
- ☐ Use a form to assess milk intake during the first days
- ☐ Receive a demonstration of hand expression training
- ☐ Receive a demonstration of cup-feeding training
- ☐ Receive a demonstration of training in the use of pumping equipment, supplemental nursing systems, and nipple shield

To be completed after the knowledge update has been conducted:

Date:

Health center:

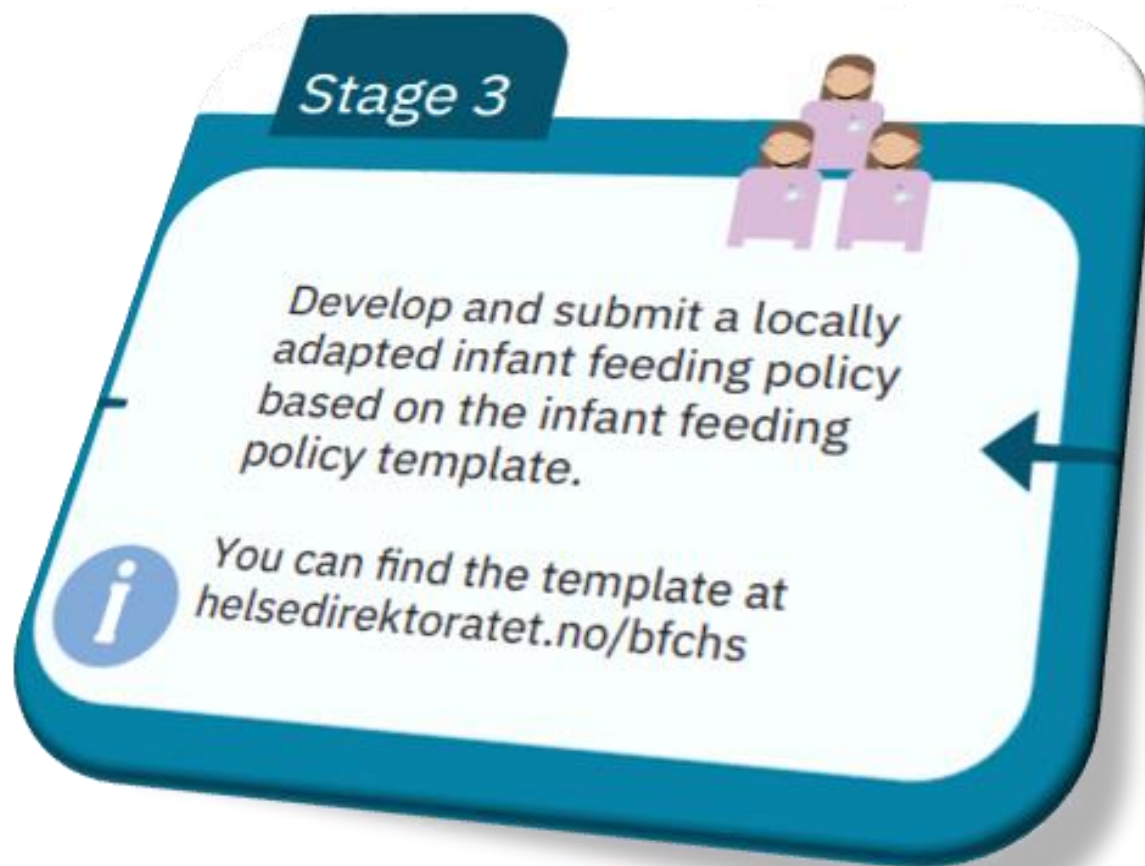
Employer's name and position:

Manager (Training Responsibility):

Subtask 6.5.3 Capacity building



Stage 3. Development of a local infant feeding policy



Infant feeding policy for the community health service(s) in _____ (municipality)

Instructions on the use of this template

The infant feeding policy shall describe how the Six steps for a Baby-Friendly Community Health Service is implemented in the municipality. The Six steps for the Baby-Friendly Community Health services below is an abbreviated version, for the full version, see the Guidance document. For each step, a textbox explains what needs to be included in the local policy.

Use this template as a starting point. Adapt the template so that it becomes a practical and concrete tool for employees. The procedure should be a useful working tool and be easily accessible to ensure that employees/new employees have a common understanding of how breastfeeding is supported in the municipality.

- Adapt the content to local routines and measures, but ensure that the procedure meets the criteria described below each step.
- All six steps must be included in the procedure.
- Be specific and include references to relevant online resources as well as links to forms and tools that employees can use in their work.
- You can delete some of the original text, especially under "Implementation" if you describe in your own words how the municipality facilitates the specific step.

Critical management procedures:

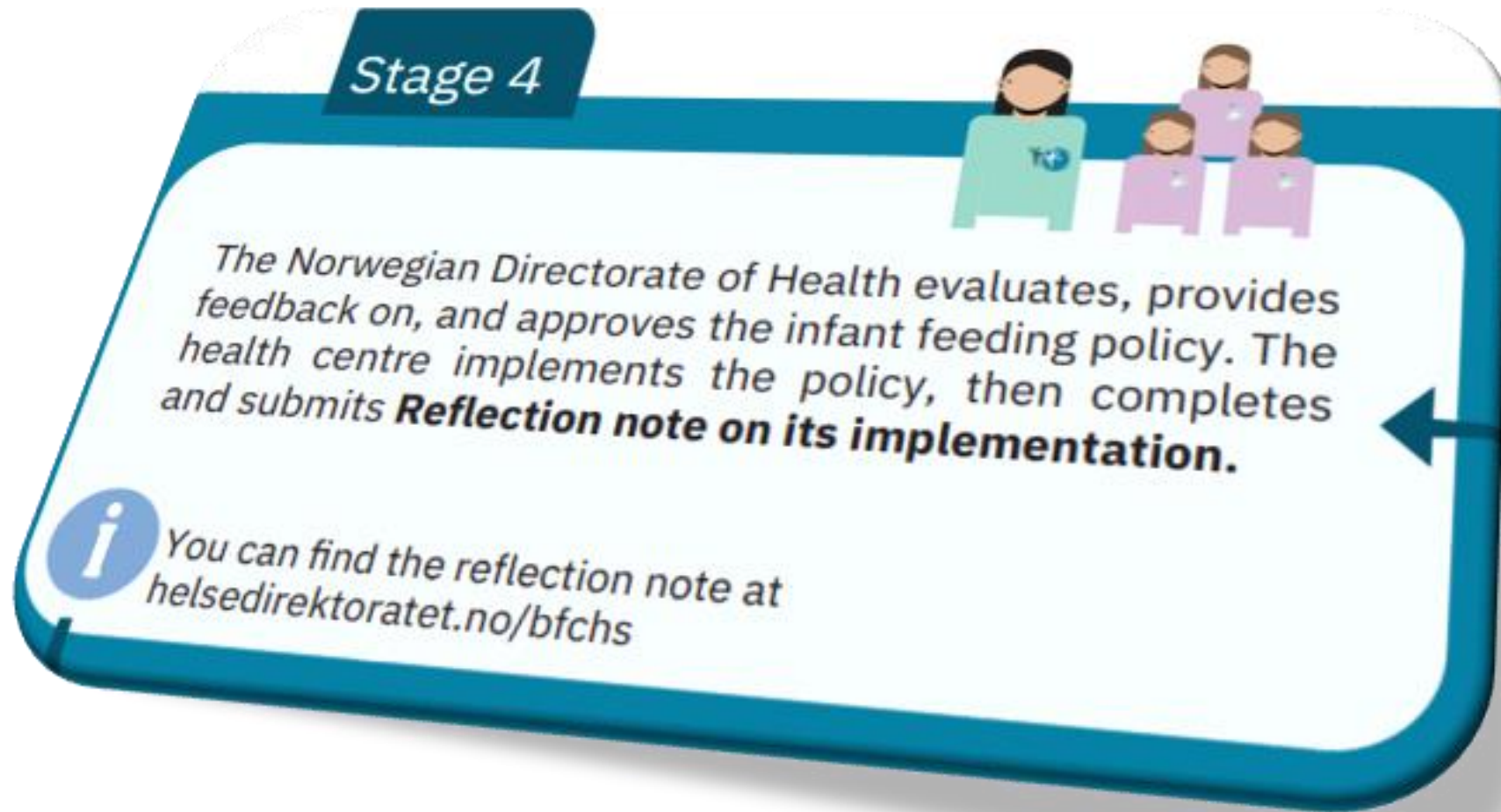
Step 1a: Comply fully with the WHO International Code of Marketing of Breastmilk Substitutes and relevant World Health Assembly resolutions

Rationale

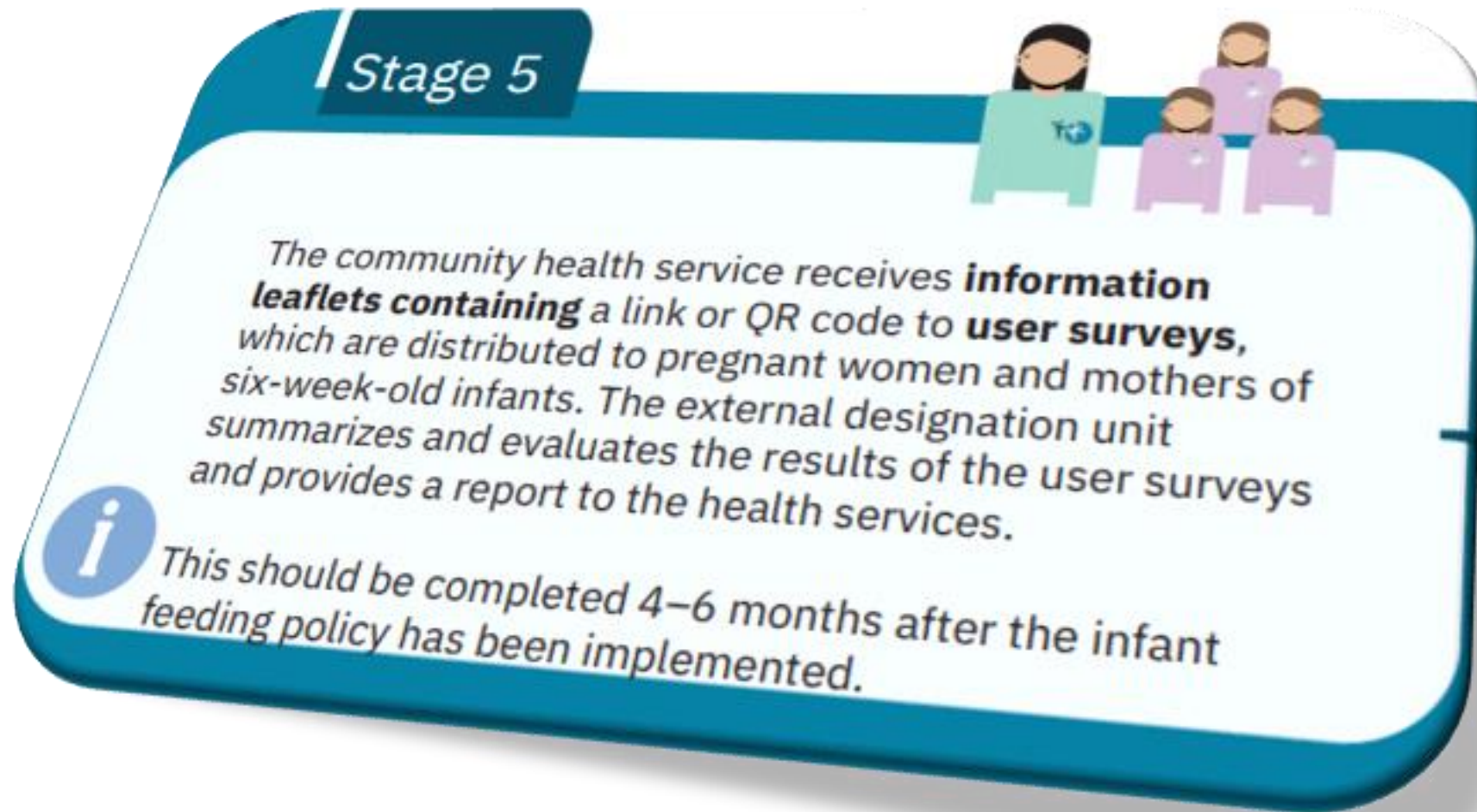
The World Health Assembly (WHA) has called upon health professionals and health-care systems to comply with the International Code of Marketing of Breast-milk Substitutes (Henceforth referred to as "the Code") and subsequent relevant WHA resolutions, in order to protect families and themselves from commercial pressures.



Stage 4. External evaluation and approval of the infant feeding policy.



Stage 5. User survey





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Norsk bokmål (norge)

HelseDirektoratet

Our survey for pregnant women in antenatal care [Complete survey - 10 min to complete](#)

Survey for pregnant women

1

Has the midwife at the health center asked you what you know about breastfeeding or given you information about this during your pregnancy?

☐ Yes

☒ No

2

You answered that you have not received information about breastfeeding. Has the midwife offered you this information?

☒ Yes

☐ No

3

Has the midwife informed you about Ammehjelpen or [Helsenorge.no](#), where you can find information about breastfeeding?

☐ Yes, both

☐ No

☐ Only ammehjelpen

☐ Only [Helsenorge.no](#)

4

Have you given birth before?

English (United Kingdom)

HelseDirektoratet

Our survey for mothers with 6-week-old babies [Complete survey - 10 min to complete](#)

User survey for mothers with 6-week-old babies

1

When did you first get in touch with the community health service after giving birth?

☐ They contacted us the day we came home.

☐ 2 to 4 days after hospital discharge

☐ After a week

☐ After 2 weeks

☐ We contacted them ourselves

☐ Don't remember

2

What kind of nutrition has your baby received since leaving the hospital?

☐ The baby has received only breast milk.

☐ The baby has received breast milk with formula as a supplement

☐ The baby has received only formula.

Back

Submit

Microsoft 365

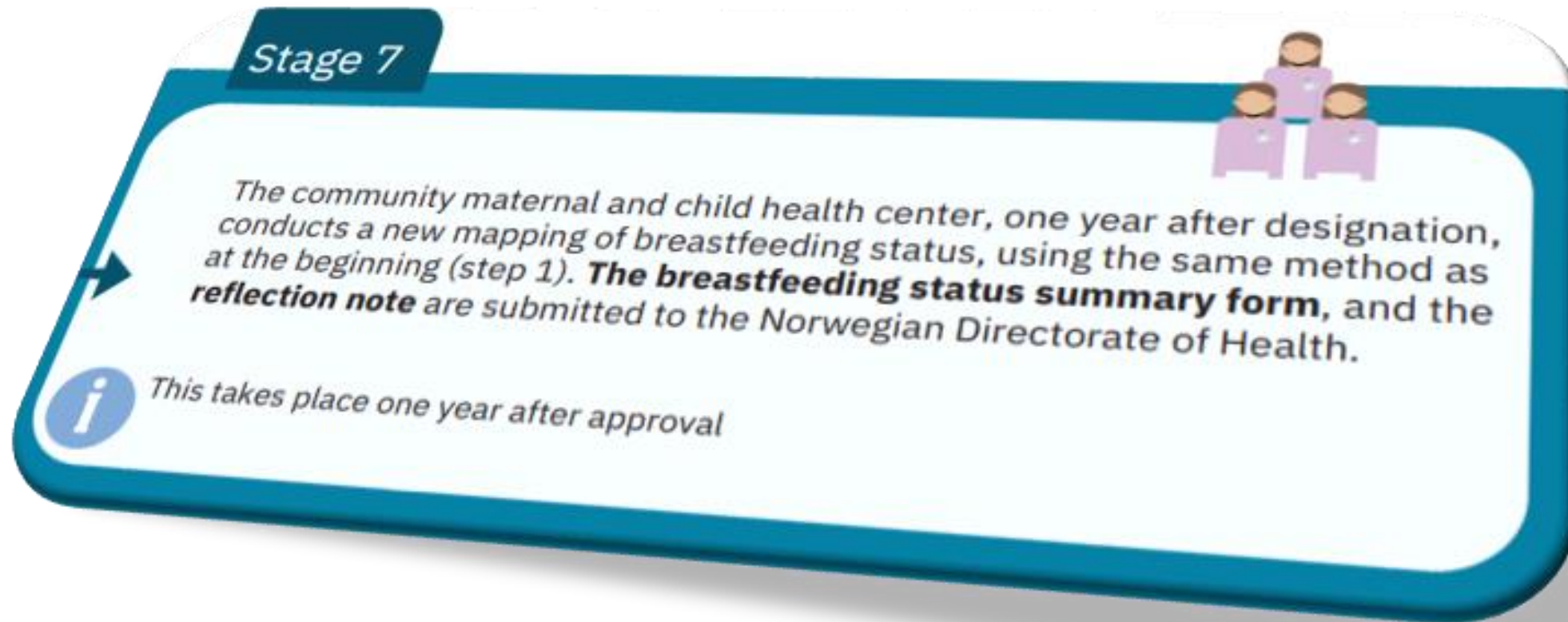


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Stage 6. Approval as a Baby-Friendly Community Health Service



Stage 7. New assessment of breastfeeding prevalence one year after designation



*"If we change the beginning of the story,
we change the whole story"*

D. Christakis: Nurturing Care for ECD document:

<https://iris.who.int/server/api/core/bitstreams/781de51d-4cef-482e-bb3b-c2b3becf3c9f/content>





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Thank you!



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