

Breastfeeding Symposium 2024

Breastfeeding from Birth – The Best Start for Babies

BFHI Implementation at MCHCs

我們正籌備成為
We are preparing to be

Baby-Friendly Maternal and Child Health Centre



Dr Annie Fok

23 Nov 2024





MCHCs provide a continuum of care in order to support parents to **initiate exclusive breastfeeding for 6 months** and **sustain breastfeeding up to 2 years of age or beyond**:

- **Pregnancy**: shared antenatal care with regional HA public birthing hospitals
- **Birth to 5 years**: majority of local-born newborns register in MCHCs within a few days after hospital discharge

BFMCHC Designation Timeline



Progress of MCHC accreditation

Pilot scheme

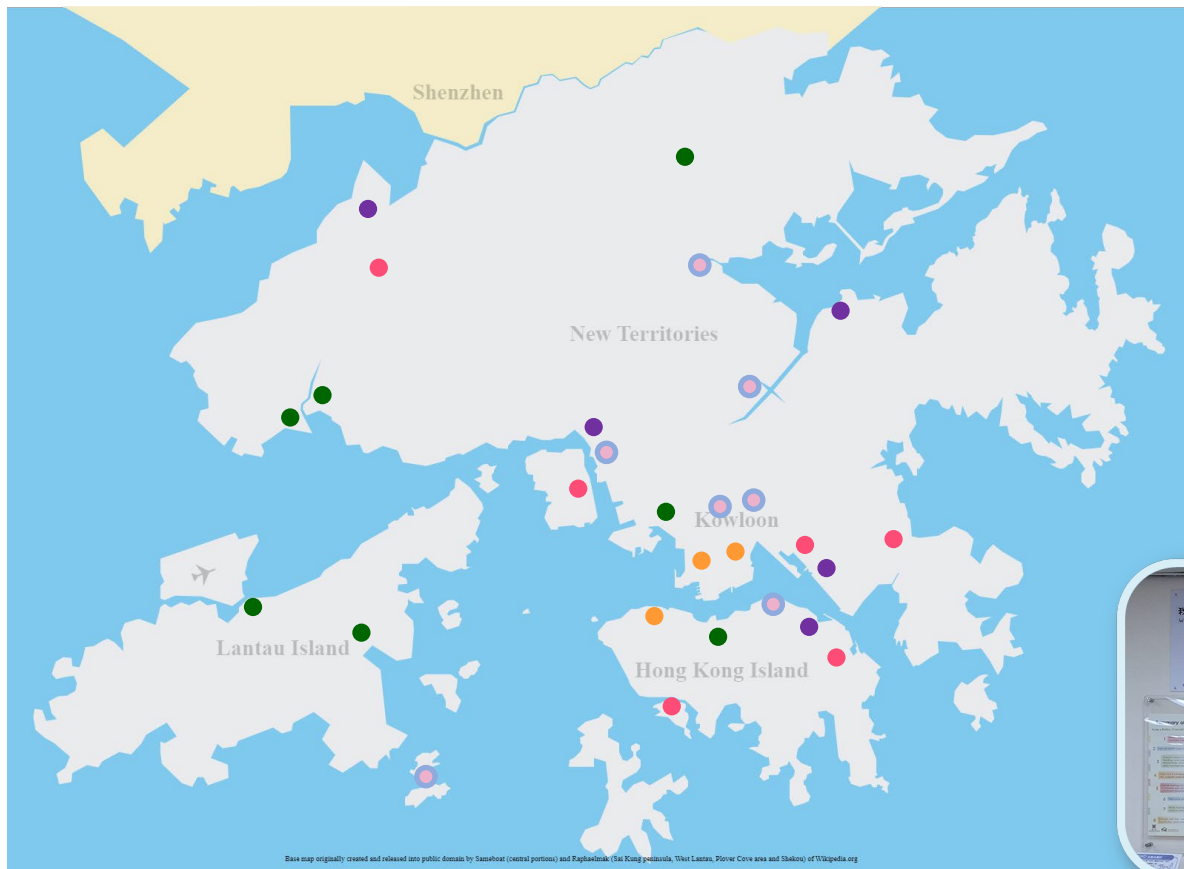
3 BF MCHCs
since 2019

Phase 1

5 BF MCHCs
in Q2 2024

Phase 2

7 BF MCHCs
in Q2 2025



Phase 3a

6 BF MCHCs
in Q3 2026

Phase 3b

7 BF MCHCs
in Q4 2026



Baby-Friendly MCHCs in Hong Kong

Pilot Phase (3): Kowloon City, Sai Ying Pun, Yau Ma Tei MCHCs	Award of BF MCHC	Jul to Aug 2019
	Revalidation of BF MCHC	Aug 2022
Phase 1 (5): Lam Tin, Ma On Shan, North Kwai Chung, Sai Wan Ho, Tin Shui Wai MCHCs	Award of BF MCHC	Feb to Jun 2024
Phase 2 (7): Fanling, Mui Wo, Tang Chi Ngong, Tuen Mun Wu Hong, Tung Chung, West Kowloon, Yan Oi MCHCs	Award of Level 2 Participation	Jun to Sep 2024
Phase 3 (13): Ap Lei Chau, Chai Wan, Madam Yung Fung Shee, Kwun Tong, Tseung Kwan O Po Ning Road, Tsing Yi, Anne Black, Cheung Chau, East Kowloon, Lek Yuen, Robert Black, Tsuen Wan, Wong Siu Ching MCHCs	Certificate of Commitment	Jan 2024

Pilot BFMCHC



Kowloon City MCHC



Sai Ying Pun MCHC



Yaumatei MCHC



World
Breastfeeding
Week (WBW)
Webpage

Phase 1 BFMCHCs



Ma On Shan MCHC



Tin Shui Wai MCHC



Sai Wan Ho MCHC



North Kwai Chung MCHC



Lam Tin MCHC

How do we prepare to be a BFMCHC?

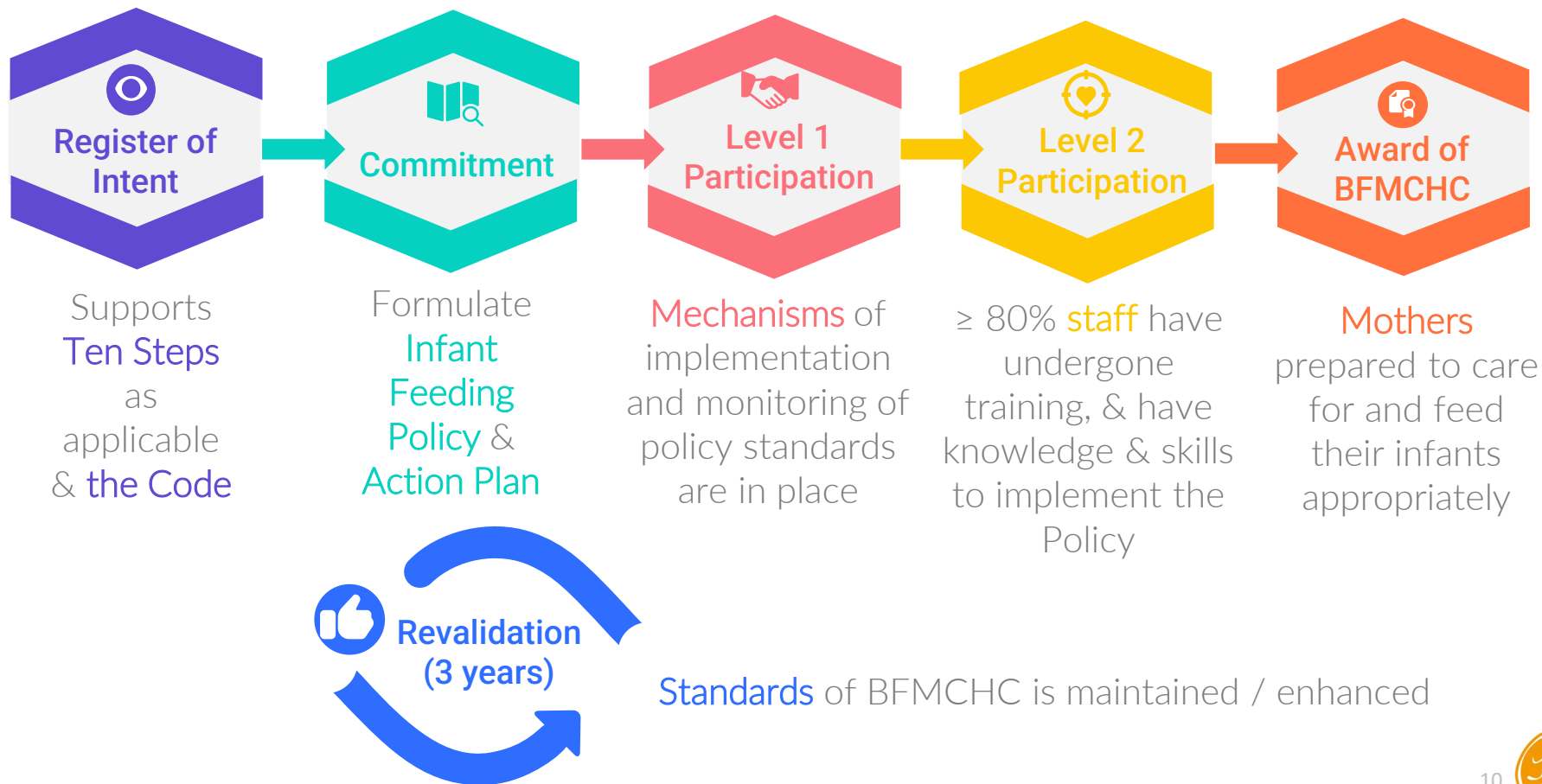


Understand the **background** of Baby-Friendly Initiative & BFMCHC



Aware of **5 stages** of BFMCHC designation & the **Standards** of BFMCHC

Stages of Baby-Friendly MCHC Designation



How do we prepare to be a BFMCHC?



Understand the **background** of Baby-Friendly Initiative & BFMCHC



Aware of **stages** of BFMCHC designation & the **Standards** of BFMCHC



Implement the Standards of BFMCHC – incorporate into **our daily work duties**

Video “Towards Baby-Friendly Maternal and Child Health Centre” WBW 2024



01



Antenatal

02



Child Health

03



Others

Summary of Infant Feeding Policy

To be a **Baby-Friendly** Maternal and Child Health Centre, we would

- 1 a** Comply fully with the International Code of Marketing of Breastmilk Substitutes and relevant World Health Assembly resolutions.
- b** Have a written Infant Feeding Policy that is routinely communicated to staff and parents.
- c** Establish ongoing monitoring and data-management systems.
- 2** Ensure that staff have sufficient knowledge, competence and skills to implement the Infant Feeding Policy.
- 3** Support parents to make an informed decision of infant feeding, and build a close, loving and positive parent-child relationship. Discuss the importance and management of breastfeeding with pregnant women and their families.
- 4** Support mothers to initiate and maintain breastfeeding and manage common difficulties. Support parents to practise optimal responsive feeding.
- 5** Advocate and support infants to be exclusively breastfed for the first six months of life, and thereafter, to receive safe and adequate complementary foods, while continue to be breastfed for up to two years or beyond.
- 6** Welcome and support mothers to breastfeed in the Centre.
- 7** Refer mothers for additional professional care and/or community support as appropriate.



Baby-Friendly MCHC Standards (9)

Based on the Ten Steps to Successful Breastfeeding (WHO)

Critical Management Procedures

Key Clinical Practices

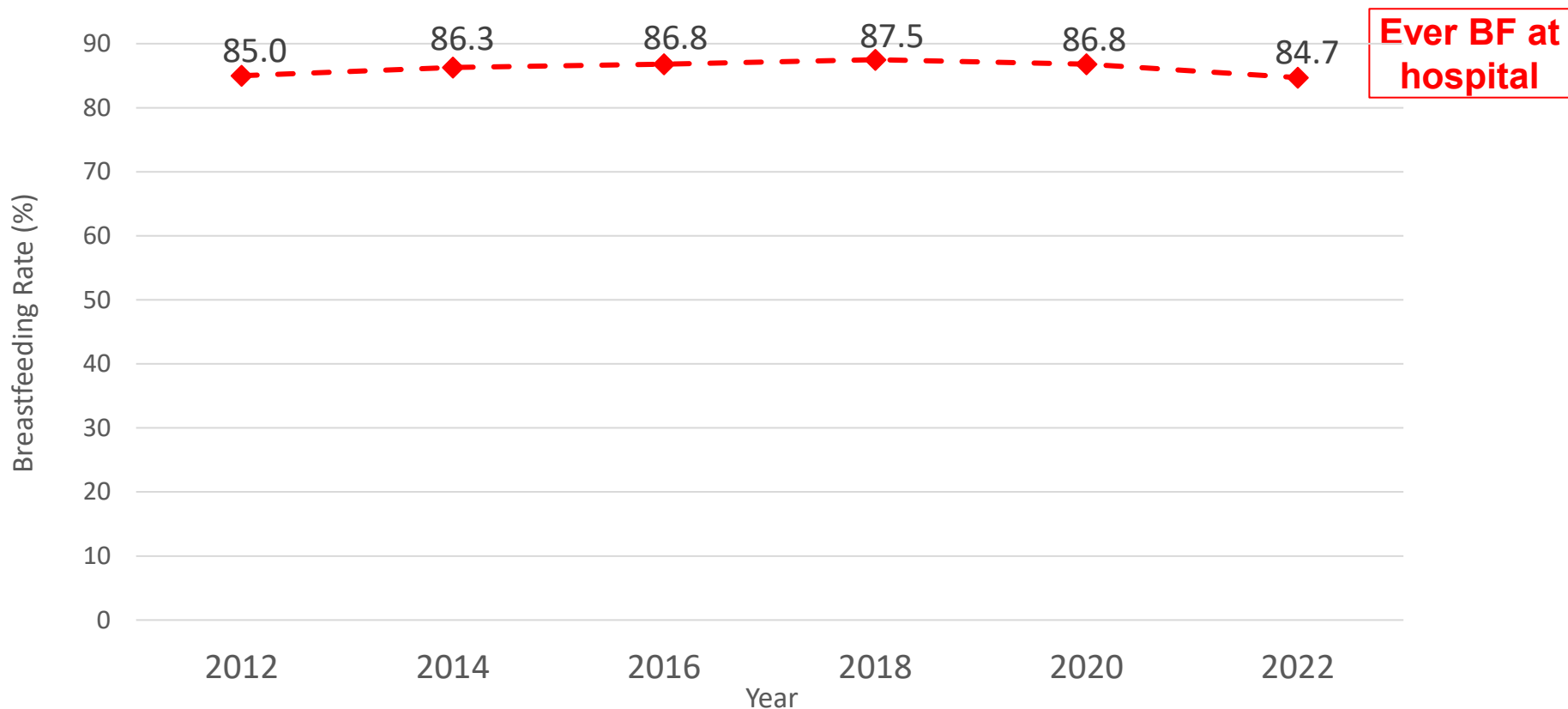
Does Baby-Friendly Hospital Initiative work?

Multiple studies including systematic reviews on maternity and newborn care demonstrated clearly that **adherence to the Ten Steps** impacts **early initiation of breastfeeding** immediately after birth, **exclusive breastfeeding** and **total duration** of breastfeeding.

“The single most fundamental intervention to achieve increases in initiation, exclusivity and duration of breastfeeding for all women in a developed country setting.”

Dyson L, *et al.* Policy and public health recommendations to promote the initiation and duration of breast-feeding in developed country settings. *Public Health Nutr.* 2010;13(1):137-44.

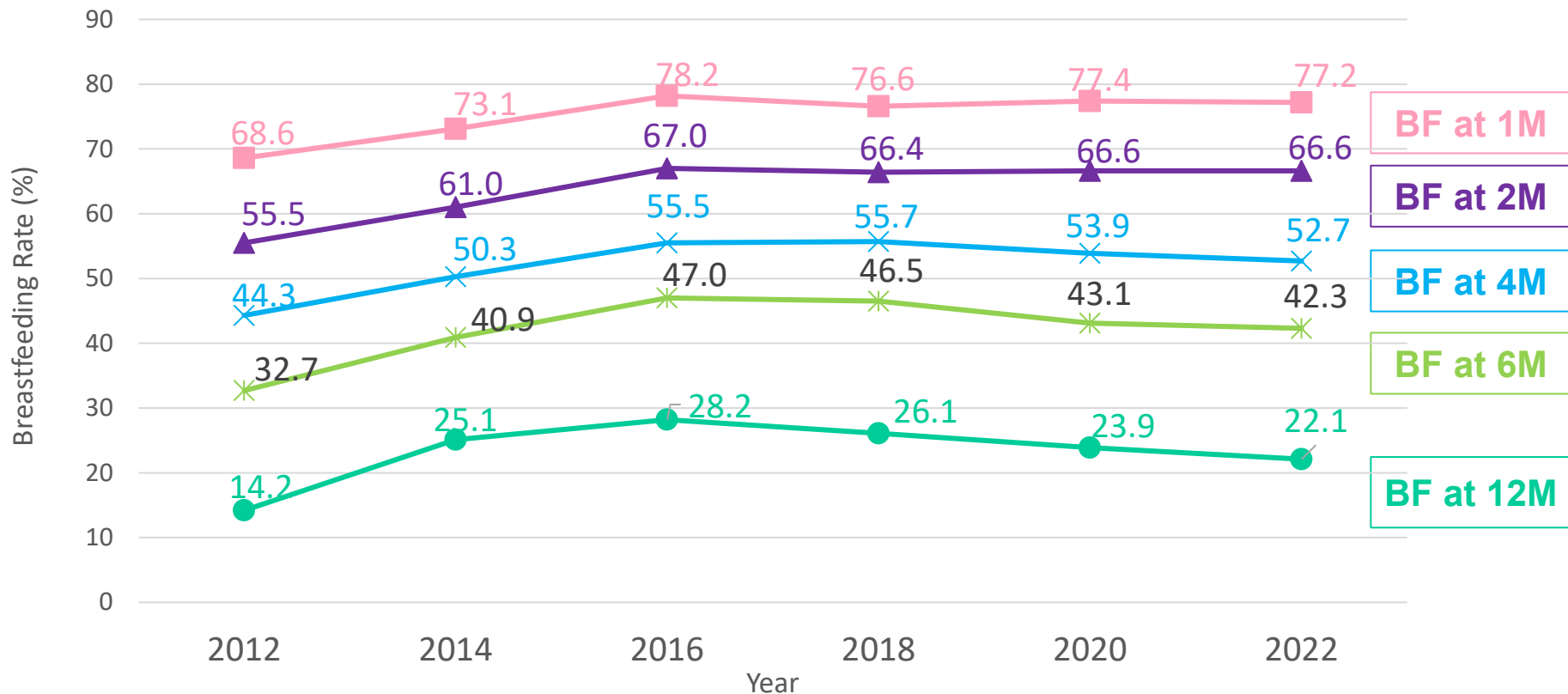
Overall Breastfeeding Rate in HK (2012-2022)



Source:

BF Rate from Hospital Discharge – BFHIHKA survey from all maternity units in public and private hospitals in Hong Kong

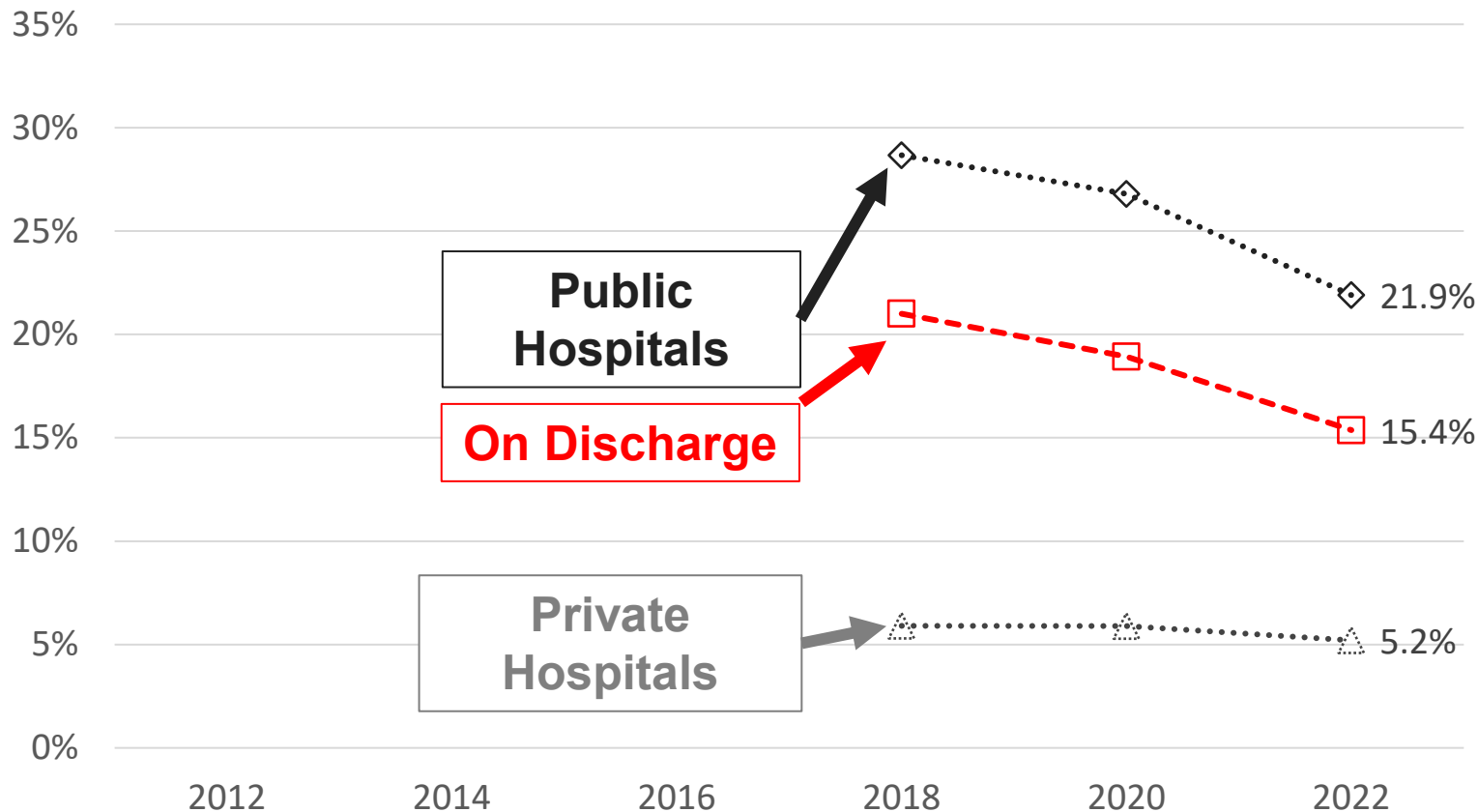
Overall Breastfeeding Rate in HK (2012-2022)



Source:

BF Rates at 1M, 2M, 4M, 6M and 12M - BF Survey by Family Health Service, Department of Health

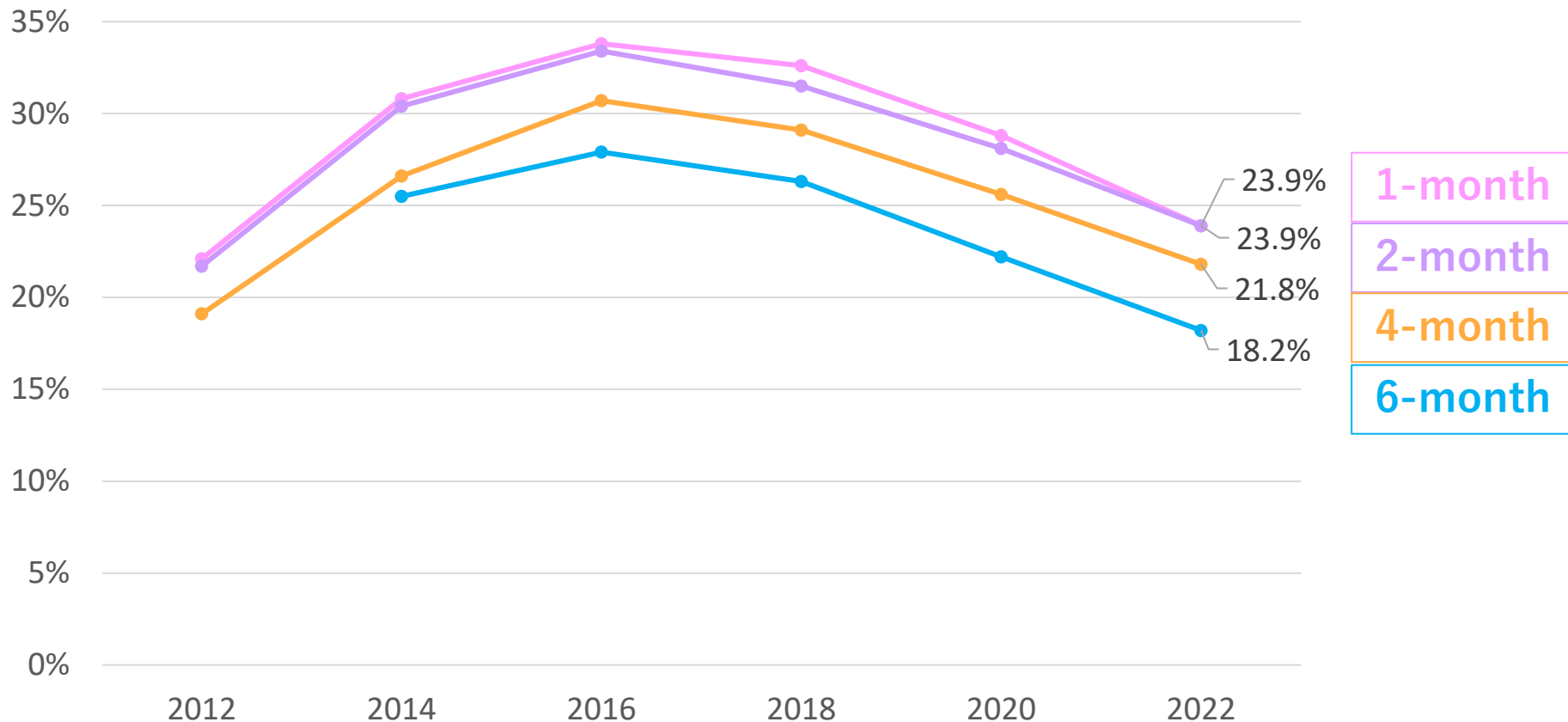
Exclusive Breastfeeding Rate in HK (2012-2022)



Source:

Exclusive BF Rate from Hospital Discharge – BFHIHK survey from all maternity units in public and private hospitals in Hong Kong

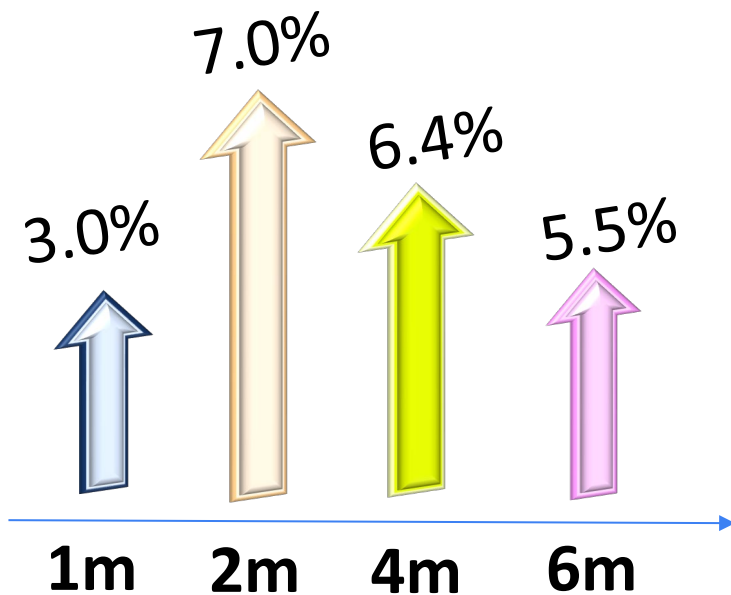
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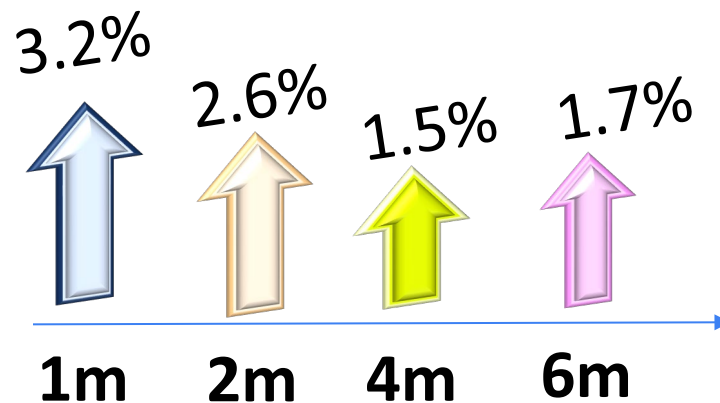
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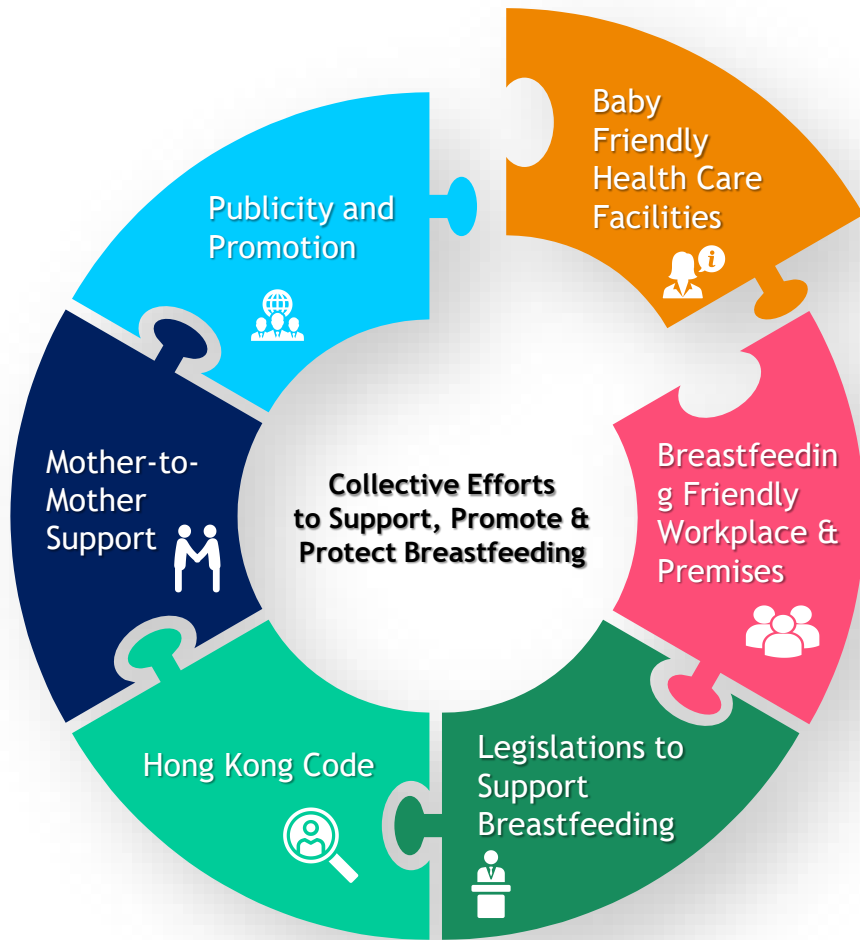
Comparing BF-MCHCs with Non BF-MCHCs



BF rate in 2023



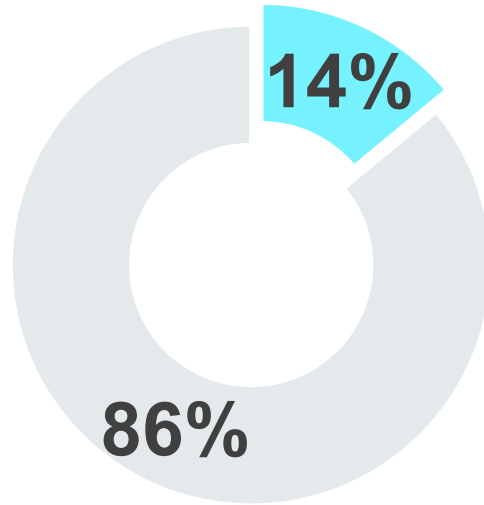
EBF rate in 2023



Concerted Efforts Baby Friendly Health Care Facilities

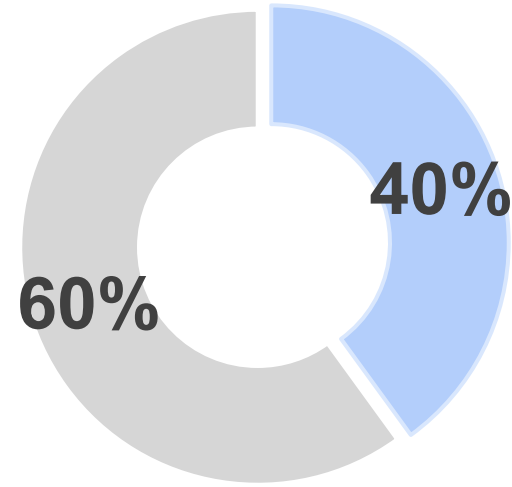
Births in Baby-Friendly Facilities Worldwide

% of countries in 2022



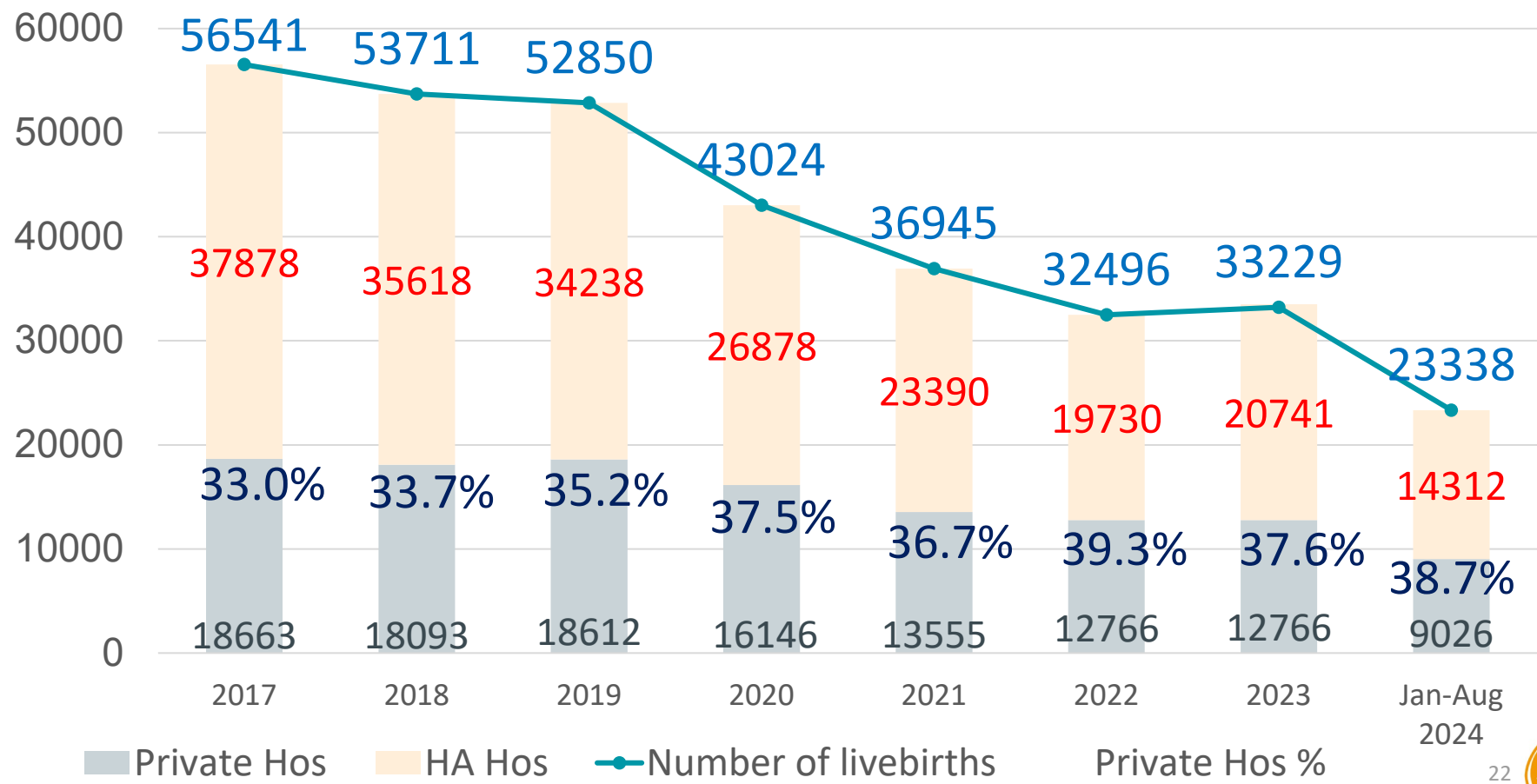
- More than half of births in Baby-Friendly Facilities
- Half or less births in Baby-Friendly facilities

Global Breastfeeding Collective
2030 Target

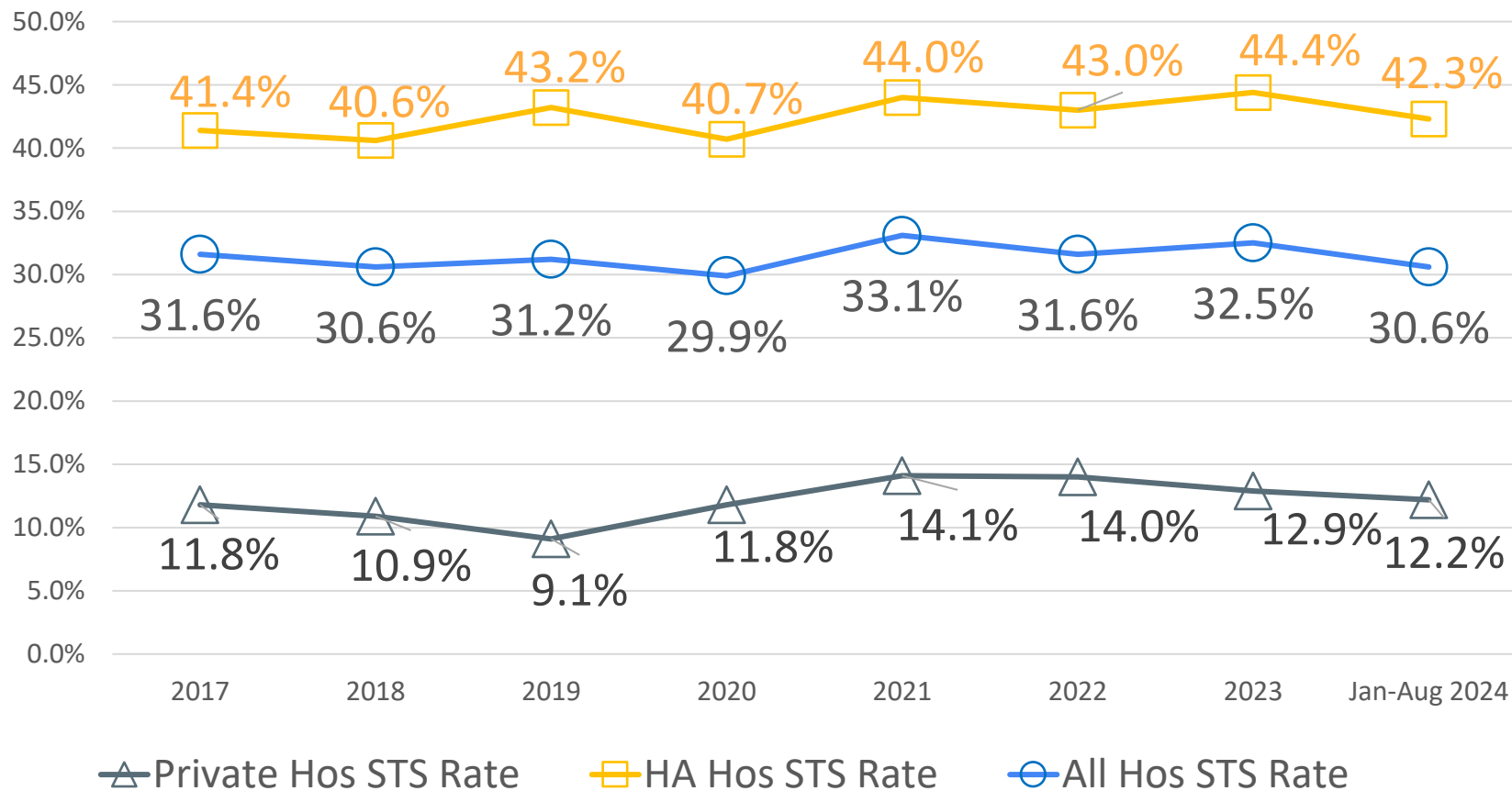


- More than half of births in Baby-Friendly Facilities
- Half or less of births in Baby-Friendly Facilities

Livebirth number & proportion at HK Birthing Hospitals (2017-2024)

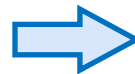
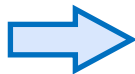


Skin-to-Skin Rates at HK Birthing Hospitals

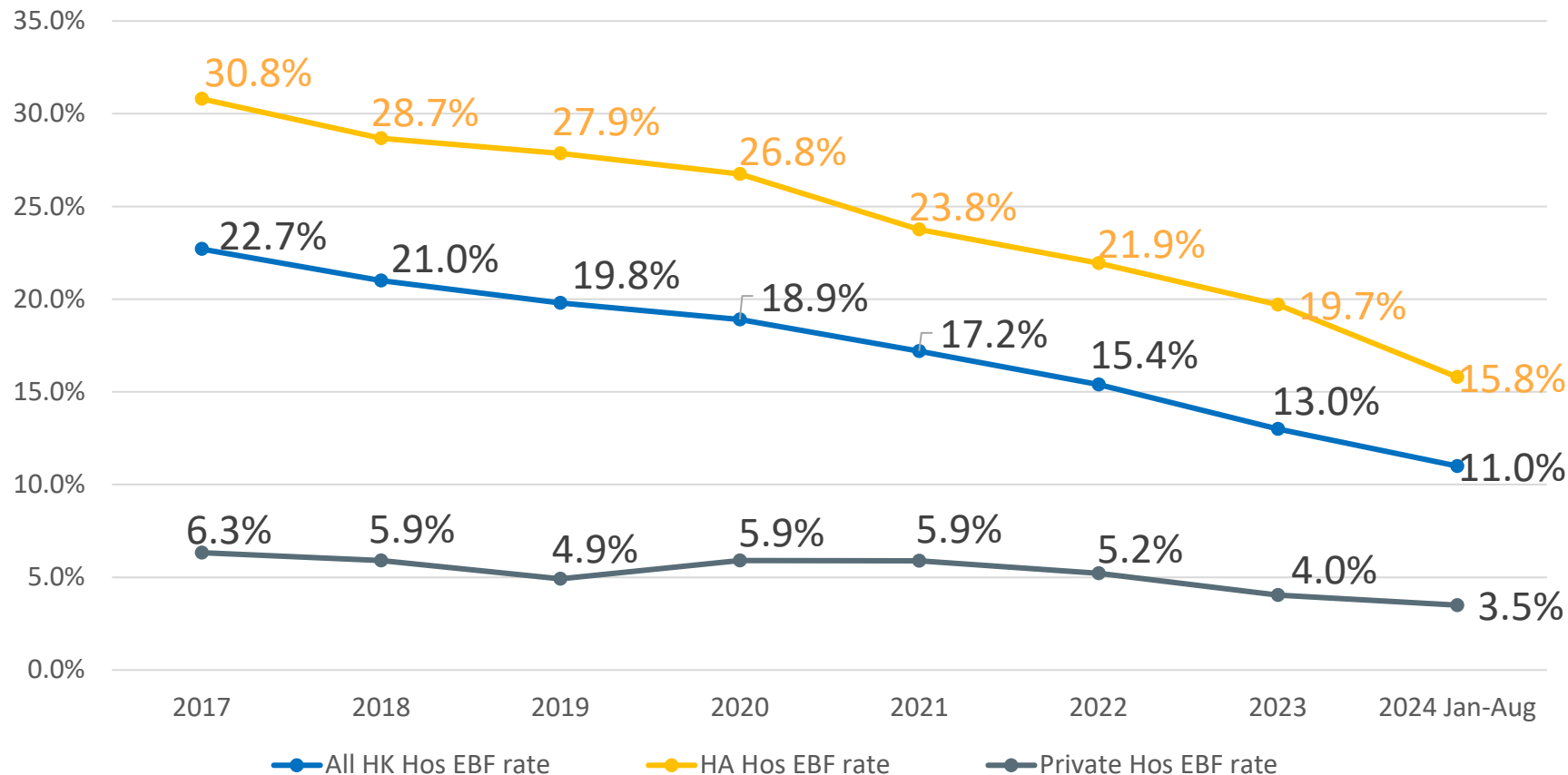


Correlation between hospital STSC rates & MCHC overall BF & EBF rates

- Using data of hospital STSC rates and MCHC BF & EBF rates collected from 2017 to Aug 2024, there is a **strong statistical correlation** between **hospital STSC rate** and
 - BF** rate: up to **1 month** of age
 - EBF** rate: stronger & lasting up to around **4 months** of age

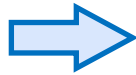


EBF Rate on discharge from HK Birthing Hospitals



Correlation between hospital EBF rates & MCHC overall EBF rate

- Using data of hospital EBF rates and MCHC rates collected from 2017 to Aug 2024, there is a **strong statistical correlation** between **hospital EBF rate** and
 - **EBF** rate: up to **1 month** of age



Take Home Messages

- MCHCs play an important role to provide a **continuum of care** for the family during antenatal, neonatal and young child period in the public sector
- **All MCHCs across HK** are in the **process of Baby-Friendly MCHC designation** after the positive results of the 3 Pilot BFMCHCs; total of 8 are accredited BFMCHCs
- In order to support families to care for and feed their infants, BFMCHCs have adopted a strong foundation in **critical management procedures**, and equipped our **staff** with competence to carry out **key clinical practices** during **our daily work**.
- With **all public birthing hospitals designated as Baby-Friendly**, most babies are born within a Baby-Friendly facility. Around **40% of babies are born in private hospitals**.
- Practices at birth such as **skin-to-skin contact** is strongly co-related to sustained **breastfeeding rate up to 1 month** and **exclusive breastfeeding rate up to 4 months**.
- **Concerted efforts** among **birthing hospitals** and **MCHCs** are called for.



親近・回應：

讓我們給孩子最好的

Stay Close ♥ Respond:

Let's give our children the best