Obtain Baby-Friendly Hospital Initiative (BFHI) Designation

PREPARE NURSES AND PROVIDERS TO SUPPORT BREASTFEEDING MOTHERS

The Baby Friendly Hospital Initiative (BFHI) is a worldwide program of the World Health Organization and UNICEF, launched in 1991 following the Innocenti Declaration of 1990. BFHI is a global effort for improving the role of maternity services to enable mothers to breastfeed babies for the best start in life. It aims at improving the care of pregnant women, mothers, and newborns at health facilities that provide maternity services for protecting, promoting, and supporting breastfeeding.

• Demonstrate basic knowledge of lactation and breastfeeding
• Provide competent care to breastfeeding mothers/families
• Participate in hospital policy and procedure changes needed to meet BFHI requirements
• Successfully interact with the Baby Friendly Hospital Initiative assessors

“...told that we support breastfeeding 100%, many mothers have visibly relaxed, knowing there will be support, information and “formula will not be offered first” if there are challenges with breastfeeding. Parents are happier knowing that we have the skills to support their breastfeeding decision.”

Satisfied User

Hospitals across the U.S. have used our training and gone on to successful Baby Friendly designation. Post-test scores average 15-20% higher than pre-test scores.
FEATURES:
• Text, images, and videos that demonstrate techniques
• Audio with explanations and descriptions
• 20–45 minutes per lesson
• Realistic hospital scenarios
• Fast-paced, diverse, and engaging
• 1-2 short quizzes per lesson

INITIATIVES AND GOALS SUPPORTED:
• Baby-Friendly Hospital (BFHI) designation
• Improve newborn patient outcomes

RECOMMENDED FOR:
• Nurses and other direct care personnel
• Physicians, Physician Assistants, Midwives, and other Advanced Practice Registered Nurses
• Public Health Nurses

COURSEWARE CONTENT:
BFHI Nursing Track: (15 hours of CE, CERPs, CPEUs)
• The Big Picture
• Initiating Breast Feeding
• Managing Lactation
• Maternal Issues
• Infant Issues

BFHI Physician/PA/APRN Track: (3 Hours of CME)
• Introduction
• Managing Lactation

BFHI Public Health and Pediatric Nurse Track:
(5 hours of CE, CERPs)
• Managing Long Term Lactation

SUBJECT MATTER EXPERTS:
1. Project administrator and instructor: Vergie Hughes, RN MS IBCLC FILCA
2. Instructor: Marion “Lou” Lamb, RN MA IBCLC
3. Instructor: Jane Bradshaw, RN BSN IBCLC
4. Instructor: Angela Love-Zaranka, IBCLC
5. Instructor: Dana Silver MD FAAP, FABM

CONTINUING EDUCATION CREDIT:
3 Continuing Medical Education credits (CME’s) for the providers course
Provided by LifeBridge Health
15 L-CERPs for lactation consultants provided by the International Board of Lactation Consultant Examiners
15 Nursing Contact Hours for the nurses and bedside personnel course provided by the Virginia Nurses Association