



JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

Baby-Friendly Community Health Services Norway (Best Practice)

Meeting in Rome 10. – 11. October 2024

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Helsedirektoratet

Norwegian Directorate of Health



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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.

This means, among other things, that the community health services comply with the six steps of the Baby-Friendly Community Health Services (adapted from the WHO/UNICEF's Ten Steps to Successful Breastfeeding).



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

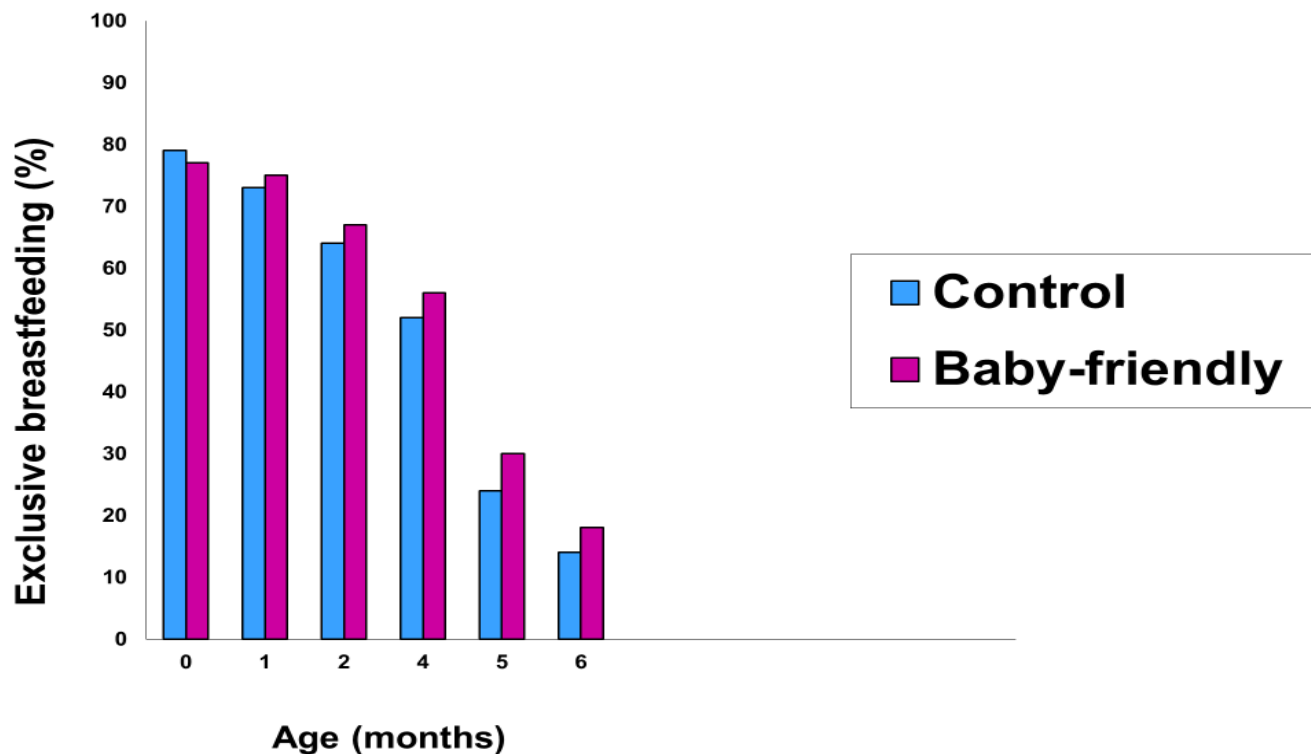
Sustainability

Ethically soundness, relevance, stakeholder participation

Cost-effectiveness



The Baby-Friendly Community Health Services increased the duration of exclusive breastfeeding until 6 months



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



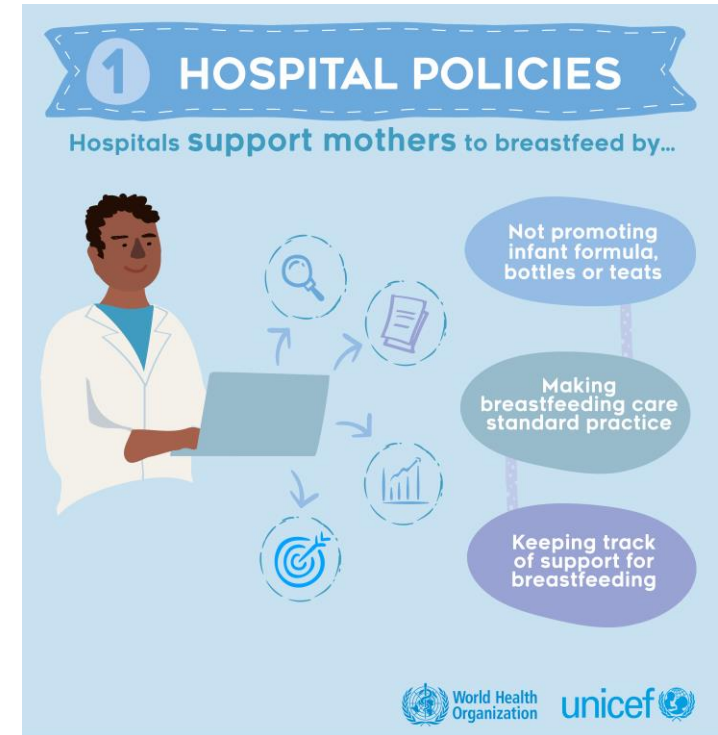
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Step 1

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 and 4

Step 2: Ensure that staff have sufficient knowledge, competency, 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



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Step 5 and 6

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



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)

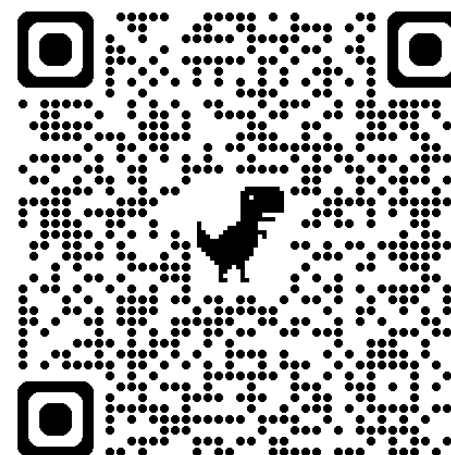
Health services for antenatal, maternal, and infant care (0-2 years)



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Guidance for the Baby-Friendly Community Health Services

An adaption of the WHO/ Unicef Baby-Friendly Standard for the community maternal and child health services in Norway.

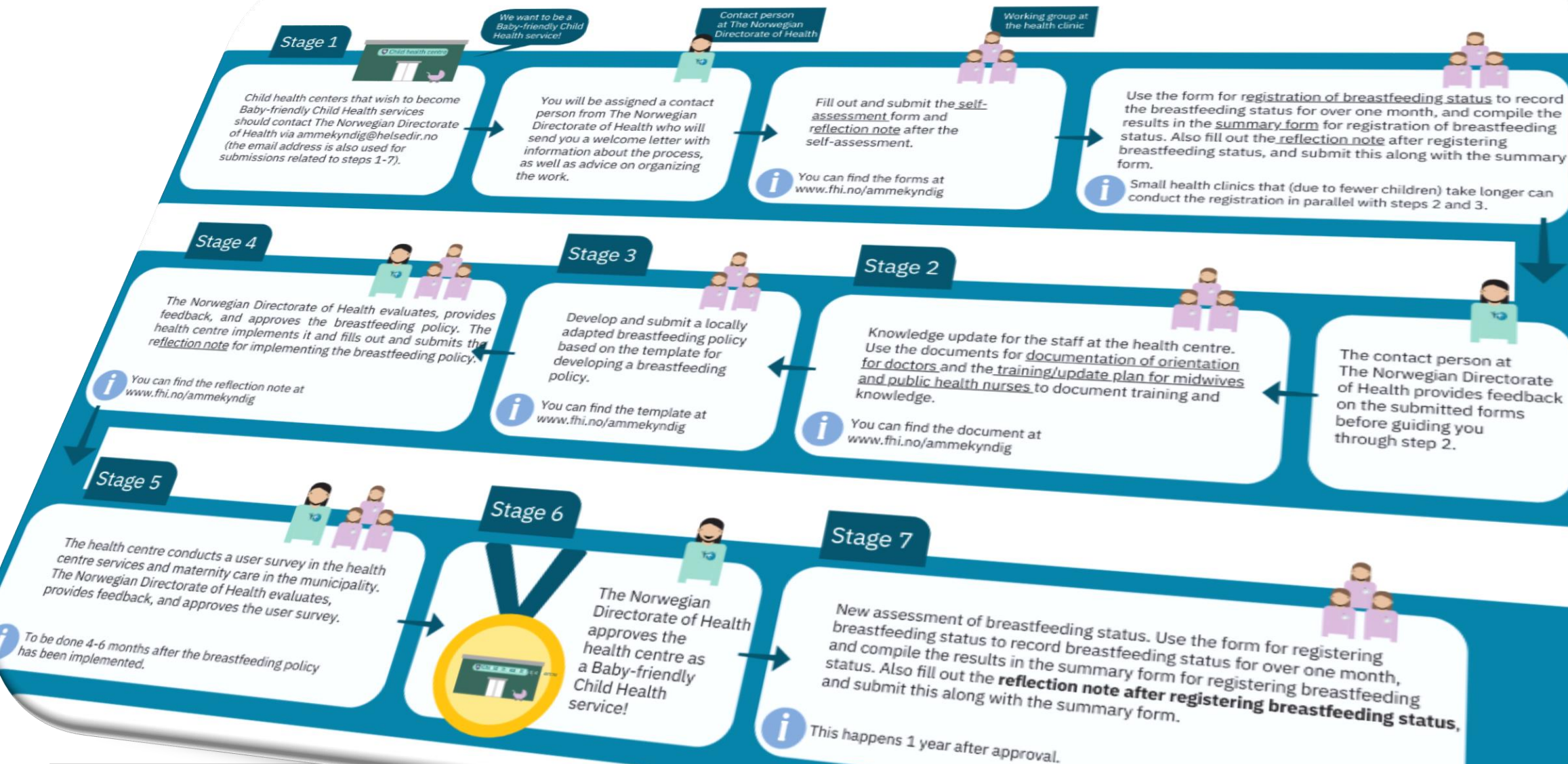


Summary Form – Mapping status	Self-Assessment	Reflection Notes	Registration of

Registration of

[illegible]

Flowchart for Baby-friendly Child Health services



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 www.fhi.no/ammekyndig

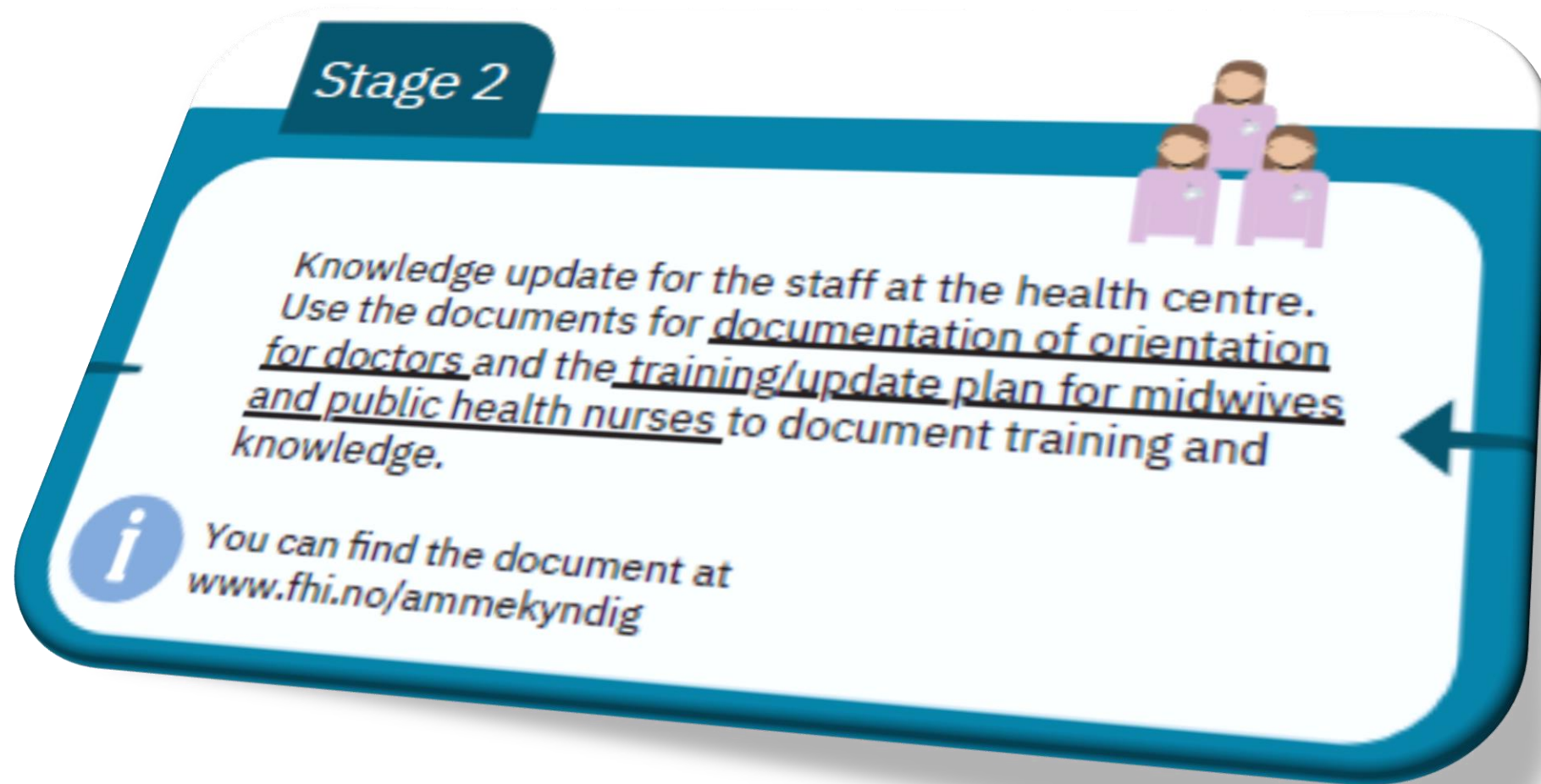


Use the form for registration of breastfeeding status to record the breastfeeding status for over one month, and compile the results in the summary form for registration of breastfeeding status. Also fill out the reflection note after registering breastfeeding status, and submit this along with the summary form.

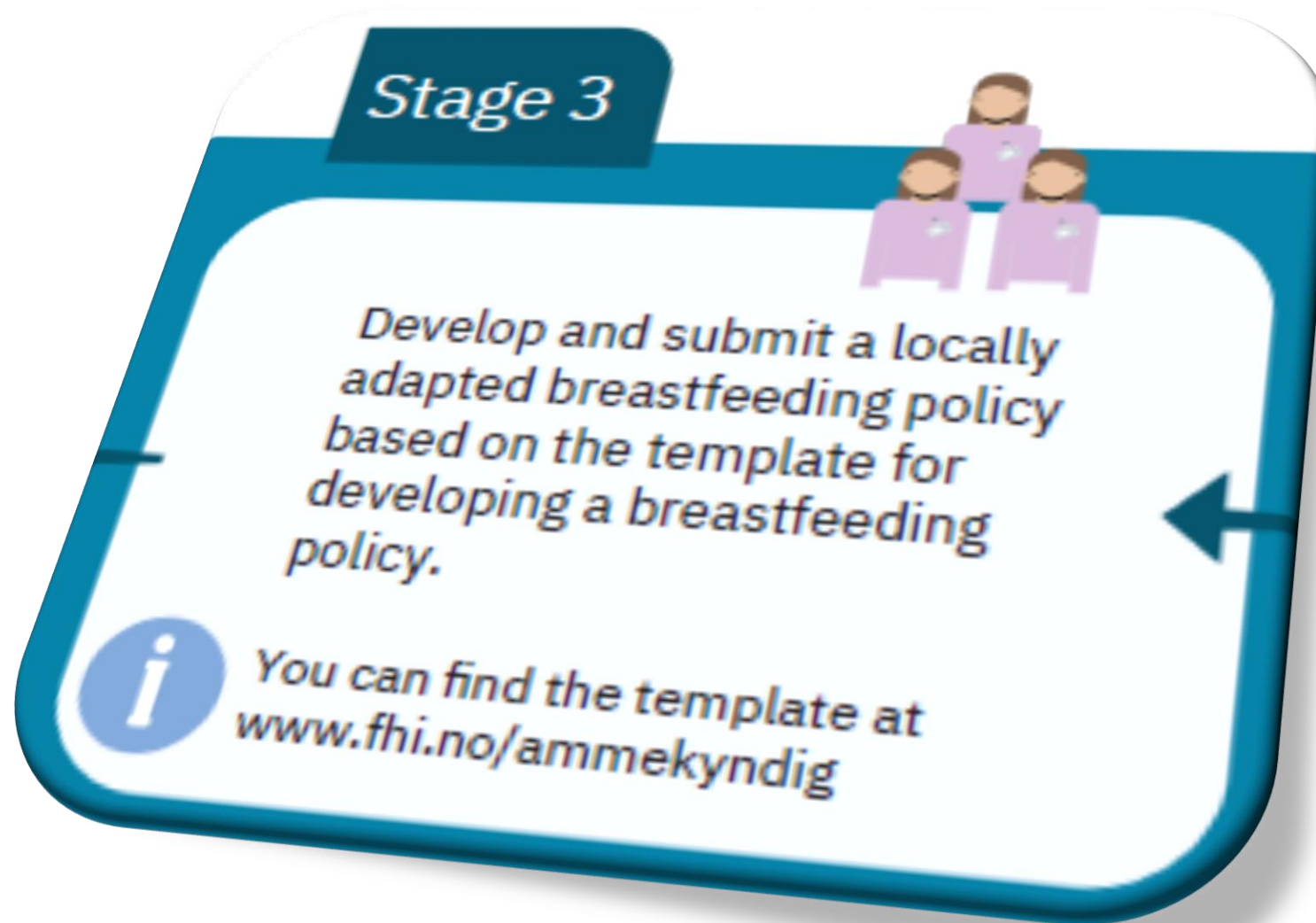


Small health clinics that (due to fewer children) take longer can conduct the registration in parallel with steps 2 and 3.

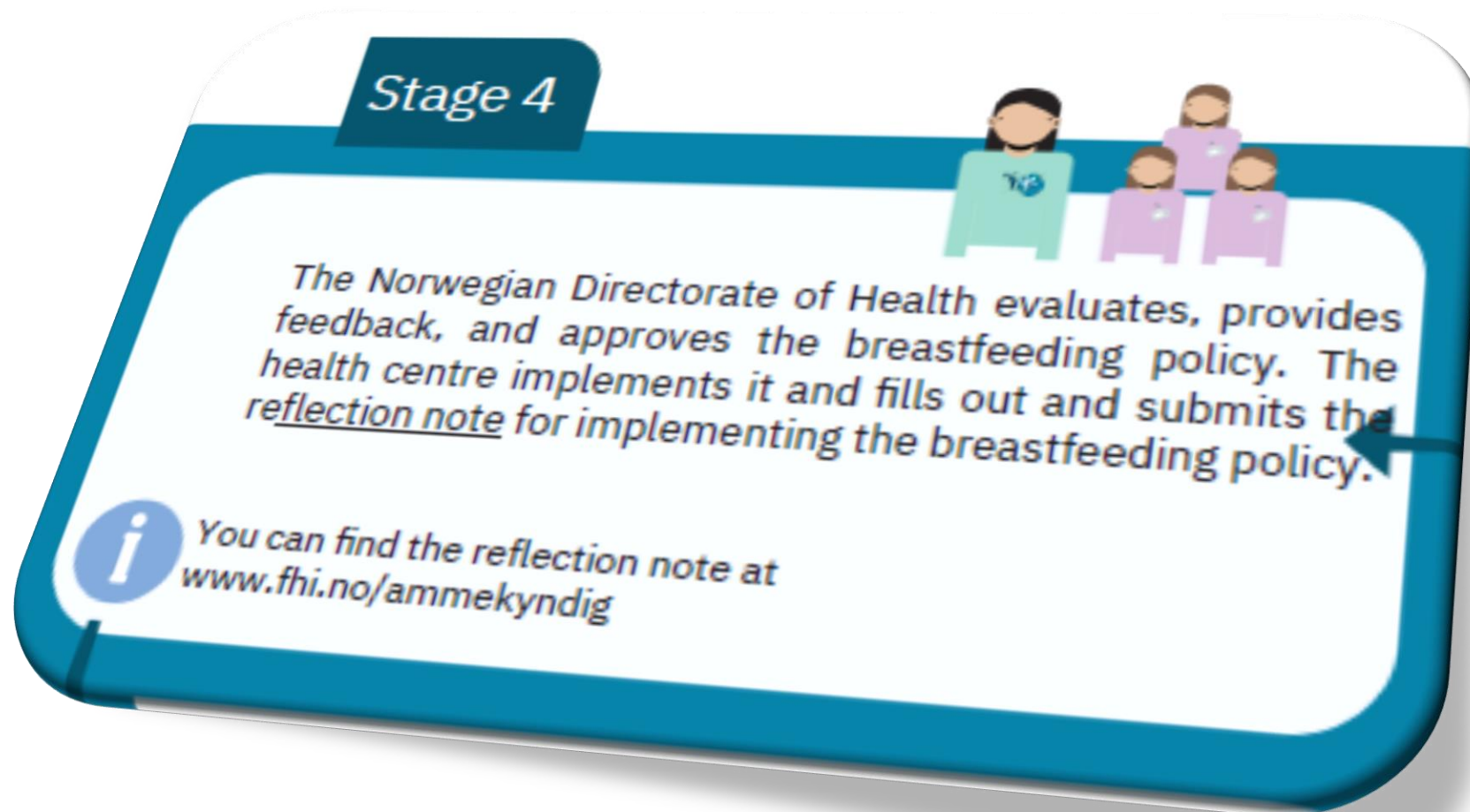
Stage 2. Ensure that staff have sufficient knowledge, competency and skills to support breastfeeding.



Stage 3. Development of a local infant feeding policy



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



Stage 5. User survey

Stage 5

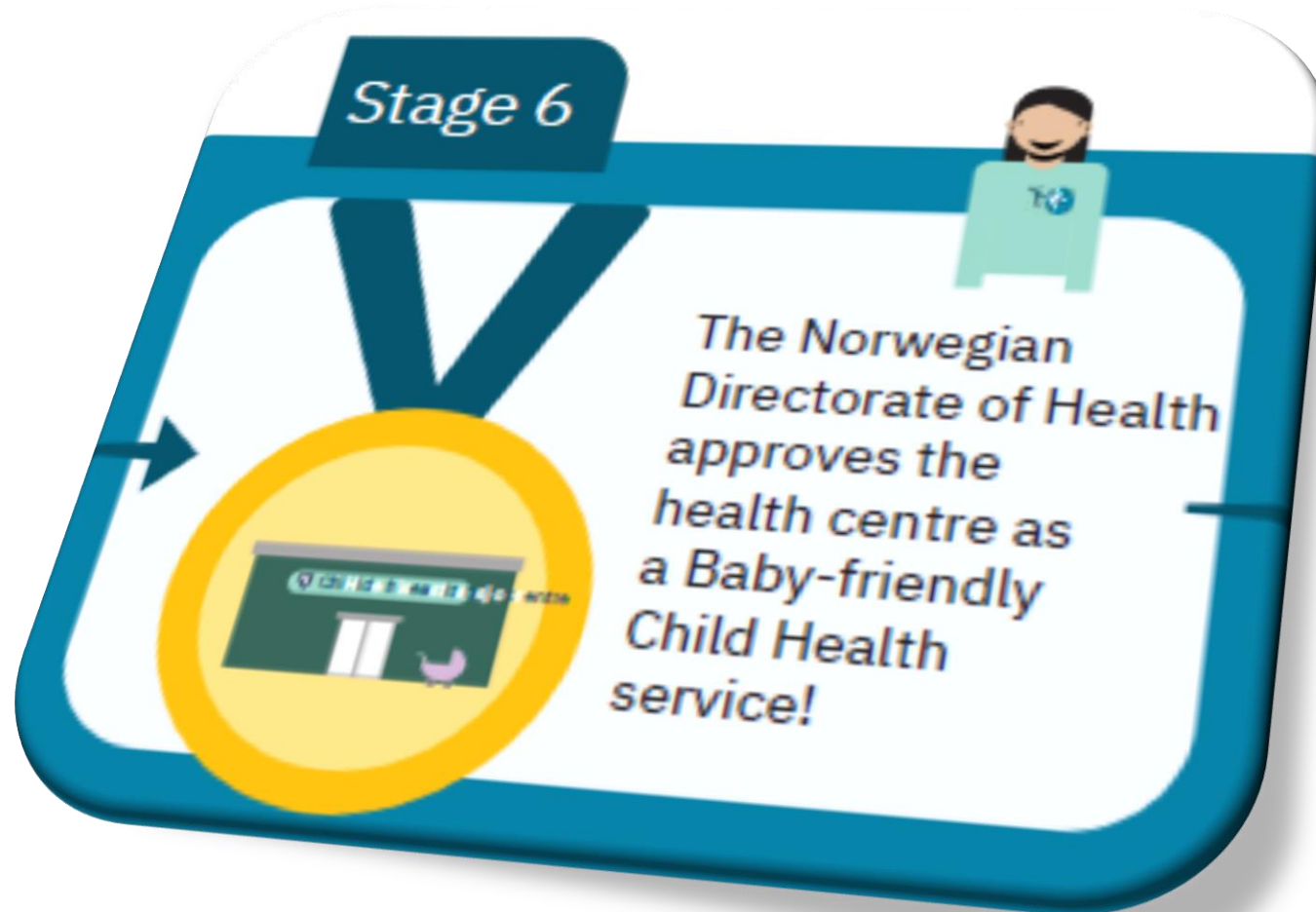


The health centre conducts a user survey in the health centre services and maternity care in the municipality. The Norwegian Directorate of Health evaluates, provides feedback, and approves the user survey.



To be done 4-6 months after the breastfeeding policy has been implemented.

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



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

Stage 7



*New assessment of breastfeeding status. Use the form for registering breastfeeding status to record breastfeeding status for over one month, and compile the results in the summary form for registering breastfeeding status. Also fill out the **reflection note after registering breastfeeding status**, and submit this along with the summary form.*



This happens 1 year after approval.



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Tools for Supporting the Six Steps in Community Health Services

free and easily accessible



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Photo: Folkehelseinstituttet



Photo: Folkehelseinstituttet



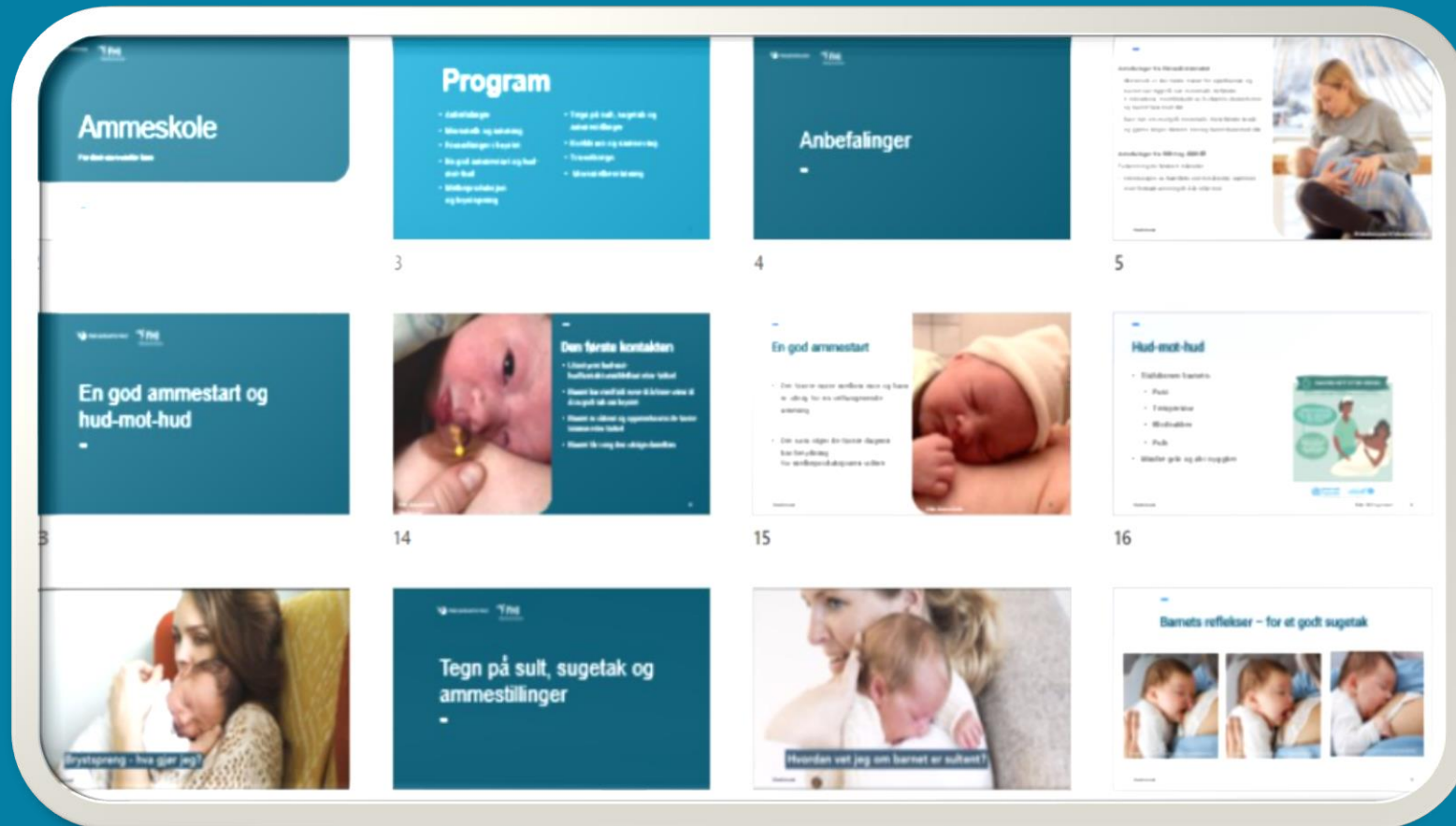
AN E-LEARNING COURSE ON BREASTFEEDING COUNSELLING FOR STUDENTS AND HEALTH PROFESSIONALS

- ✓ **Module 1. Introduction**
- ✓ **Module 2. Protecting, promoting, and supporting breastfeeding**
- ✓ **Module 3. Initiate and maintaining breastfeeding and basic breastfeeding support**
- ✓ **Module 4. Breastfeeding after discharge**
- ✓ **Module 5. Special Conditions in Mother and Child**
- ✓ **Module 6. Case Studies and Knowledge Test**



Try it!
Scan the code
to see the course

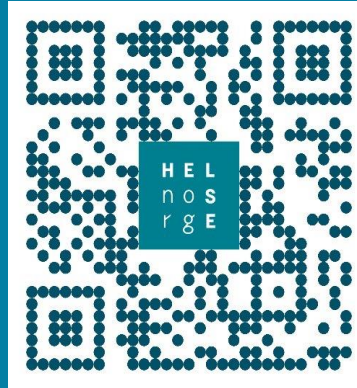
"Breastfeeding School" for use in antenatal care



Online Resources on infant nutrition

Breastfeeding, Formula feeding, Solids/complementary feeding, Vitamin supplements

- 70 videos
- Short texts
- Voiceover
- Multiple languages



For parents:

To provide safe and concise information on infant nutrition from a reliable source.

For health personnel:

To provide a reliable tool for use in the guidance of parents.



Do you have questions about infant feeding?

Find Q&As with videos at helsenorge.no/spedbarnsmat

 **Helsedirektoratet**
Norwegian Directorate of Health

 **NIPH**
Norwegian Institute of Public Health



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“If we change the beginning
of the story, we change the
whole story”



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Thank you!



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