



## Annual Review Meeting Report

(Date – 21<sup>st</sup> December 2022, Time - 3:00 PM - 5:00 PM, Medium - Online Zoom Platform)

In 1993, the WHO and UNICEF launched the Baby Friendly Hospital Initiative (BFHI) to implement "The Ten Steps to Successful Breastfeeding" in maternity care facilities. This resulted in better breastfeeding results in health-care settings. WHO has recently amended its guidance and increased the quality of country adaptation. The MOHFW of the Government of India adopted BFHI in 1993, but it did not last through 1998. In 2016, the Government of India launched the Mothers Absolute Affection (MAA) programme and its accompanying guidelines, as well as reaffirmed its commitment to improving breastfeeding in health care facilities. Because the MAA programme does not reach private health institutions, the BPNI and the Association of Health Care Providers in India (AHPI) collaborated to implement the initiative in India in order to improve standards of care for early breastfeeding and skin-to-skin contact within an hour of birth. The project focuses on private health care facilities.

The Breastfeeding Friendly Hospital Initiative (BFHI) had its annual review meeting on Wednesday, December 21, 2022, via an online zoom platform. The meeting was called to discuss the Breastfeeding Friendly Hospital Initiative (BFHI) project last one year journey which was a joint initiative of the Breastfeeding Promotion Network of India (BPNI) and the Association of Health Care Providers in India (AHPI).

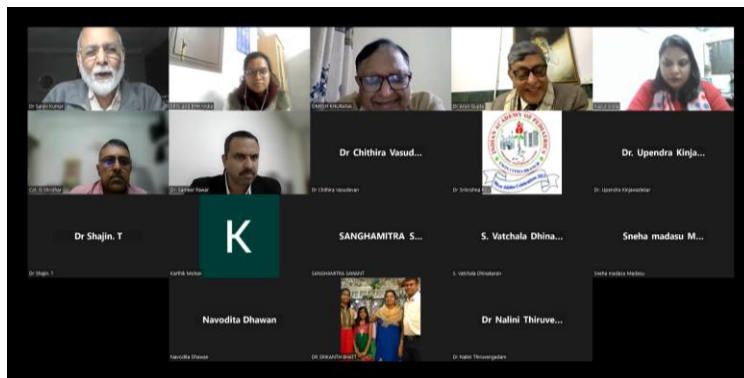


Figure 1: Glimpse of BFHI Annual Review Meeting on Zoom Platform

A total of 61 people attended the event, including representatives from four accredited hospitals, registered hospitals, authorized external assessors, and expert advisory group (EAG) members. The



following guests were also present for the entire meeting by invitation of Breastfeeding Friendly Hospital Initiative (BFHI) National Accreditation Centre (NAC): Dr. Sunil Khetarpal, Director - Association of Healthcare Providers India (AHPI), Dr. Upendra Kinjawadekar, President Elect 2023 - Indian Academy of Paediatrics (IAP) as Chief Guest, Dr Surender Singh Bisht - Secretary General - NNF, Dr. Srikrishna RSV - Secretary - IAP Twin Cities Branch, Telangana, and Dr Sameer Pawar, Nutrition Specialist, UNICEF India were all present.

Dr. Arun Gupta (Co-Chairperson) called the meeting to start at 3:00 PM, while Ms. Nupur Bidla (National Coordinator, BPNI) served as moderator. The meeting had begun with all notable speakers, guests, and attendees.

#### **Presentations and Discussion:**

1. Dr. Arun Gupta, Co- Chairperson gave the welcome remarks, introduction and future directions for the success of Breastfeeding Friendly Hospital Initiative (BFHI) Project.
2. Ms. Reema Dutta, Programme Officer (BPNI and BFHI-India), gave a presentation to provide an overview of the Accrediting System of Maternity Hospitals as Breastfeeding Friendly Hospital Initiative (BFHI) to Improve Breastfeeding Rates, objectives, preparation needs for accreditation, the process of Hospital assessment and accreditation on Coverage how it is to be executed, accreditation benefits, current status of BFHI Accreditation, Positive results, Feedback, and Media Coverage.



**Figure 2:** Overview of the Accrediting System of Maternity Hospitals as Breastfeeding Friendly Hospital Initiative (BFHI)



3. Representatives from four accredited hospitals highlighted their experiences using BFHI India protocols in their hospitals –
- a) Col. G. Shridhar, (MD, DM Neonatology) Professor, Department of Paediatrics, Command Hospital, Pune, discussed their progress from January to July 2022 and August to November 2022, highlighting improvements in initiating breastfeeding after LSCS/Vaginal deliveries, rooming-in, initiating lactation counselling in postnatal wards, and commitment and a way forward with involvement of obstetric colleagues and a pool of lactation counsellors.
  - b) Dr Nalini Thiruvengadam (MBBS, DGO, DNB), Senior Obstetrician and Gynecologist, Bloom Life Hospital, Tamil Nadu, highlighted their consolidated progress over the last year, discussing their improved areas such as pamphlet distribution, newspaper ads, lactation team 12 hours, lactation OPD, monthly audit issues resolved, and follow-up calls.
  - c) Dr. Chithira Vasudevan, CMO (SAG), HOD (SNCU inborn), Rajiv Gandhi Government Women and Children Hospital, Puducherry, emphasized their consolidated success over the last year. She discussed how the hospital's all frontline workers have taken the issue seriously as a result of the awareness created about the 10 steps of breast feeding, the workers have become more confident in resolving feeding difficulties, and the rate of crack nipple and breast abscess has become negligible. The dedicated nursing officer assigned to administer Human Milk Bank motivates mothers to donate milk, and the milk collected is used to feed babies of mothers who are unable to breastfeed directly.
  - d) Dr. Shajin T., (MD, DNB), Consultant Pediatrics, Makunda Christian Leprosy and General Hospital, Assam, emphasized their cumulative improvement from August to November 2022. He spoke about how they are successfully imparting knowledge on breastfeeding friendly practices, practicing immediate skin to skin following labour, spreading awareness of the IMS act among healthcare personnel, and providing antenatal breastfeeding counselling. Improved hospital surveillance of IYCF indicators, A lactation nurse monitors breastfeeding problems in postnatal wards on a regular basis and addresses them. The formation of a breastfeeding committee to supervise BFHI-related activities. As a next step, they are attempting to learn practical ways to follow skin to skin contact in caesarean deliveries and make it a routine, to look at data on exclusive breastfeeding rates in our catchment area through existing community teams, and to strive for 100% early initiation of breastfeeding in eligible babies.



**Progress in Breastfeeding Rates Since BFHI Accreditation (Bloom Lifeline Hospital)**

Indicators	Rates (%) (Months Consolidated (1 year))
Breastfeeding counselling during pregnancy	Initial - 60 % and Now - 86 %
Mode of birth	
Skin-to-skin contact immediately after birth	Initial - 30 % and Now - 76 %
Initiation of breastfeeding within one hour of birth (Vaginal)	78%
Initiation of breastfeeding within one hour of birth (Caesarean)	68%
Whether any food or drink was given during the hospital stay other than breastmilk	0 %
Whether the prelacteal feed was given?	0%

**Progress in Breastfeeding Rates Since BFHI Accreditation (Command Hospital - Southern Command, Pune)**

Indicators	Rates (%) Jan to Jul 2022	Rates (%) Aug to Nov 2022
Breastfeeding counselling during pregnancy	100%	100%
Mode of birth	Vaginal (60.6%)	Vaginal (51.8%)
Skin-to-skin contact immediately after birth	56.6%	49.6%
Initiation of breastfeeding within one hour of birth (Vaginal)	93.1%	92.7%
Initiation of breastfeeding within one hour of birth (Caesarean)	15.5%	80%
Whether any food or drink was given during the hospital stay other than breastmilk	No (99.9%)	No (99.3%)
Whether the prelacteal feed was given?	No (97%)	No (99.4%)

**Progress in Breastfeeding Rates Since BFHI Accreditation (Makunda Christian Leprosy and General Hospital)**

Indicators	Rates (%) (Months Consolidated (August - November))
Initiation of breastfeeding within one hour of birth (Vaginal)	95.5%
Initiation of breastfeeding within one hour of birth (Caesarean)	88%
Whether any food or drink was given during the hospital stay other than breastmilk	0%
Whether the prelacteal feed was given?	0%

**Progress in Breastfeeding Rates Since BFHI Accreditation (Rajiv Gandhi Government Women And Children Hospital, Puducherry)**

Indicators	Rates (%) (Months Consolidated 1 year)	
Breastfeeding counselling during pregnancy	92.2 %	
Mode of birth	SVD - 58.6 %	LSCS - 41.4 %
Skin-to-skin contact immediately after birth	98 % (only SVD)	
Initiation of breastfeeding within one hour of birth (Vaginal)	98 %	
Initiation of breastfeeding within one hour of birth (Caesarean)	97 %	
Whether any food or drink was given during the hospital stay other than breastmilk	0 %	
Whether the prelacteal feed was given?	0 %	

**Figure 3:** Experiences of Accredited Hospitals using BFHI India protocols in their hospitals

4. Dr. Upendra Kinjawadekar, President Elect 2023, Indian Academy of Paediatrics (IAP), who was invited as a chief guest to the event, spoke on BFHI Implementation Guidelines, which were released in 2018 and encourage the integration of BFHI with other programmes focusing on improving the quality of care for women and children, as well as other standards of care such as mother friendly practices, quality antenatal care, Kangaroo mother care, and Early essential New-born actions and how IAP is supporting the BFHI Project, as well as how they are following the IMS Act 1992 and amendment act 2003 to prohibit any sponsorship of health workers on their association or health system by manufacturers of products under the scope of law, directly or indirectly, to have around 40,000 members. He also discussed how the mother-Baby Friendly Hospital Initiative has significantly contributed to the care of babies, such as feeding, changing diapers, and monitoring babies for danger indications. He also stressed the IAP President's Action Plan 2023, B4E, which stands for breastfeeding - early (within the first hour of birth), exclusive (until 6 months) to every baby, every time. In addition, to create a training course to overcome obstacles and deliver solutions.
5. Dr. Surender Singh Bisht, Treasurer NNF 2021 & 2022, Secretary General NNF 2023 & 2024, spoke on the NNF's commitment to the BFHI-India Project. His talk was followed by a presentation on



Role of NNF in BFHI India Accreditation, and discussed about possible collaboration with BFHI Accreditation.

6. Dr. Srikrishna RSV, Secretary, IAP Twin Cities Branch, Telangana, made a presentation on Telangana's Experience in Improving Breastfeeding Rates. He emphasized Pedicon 2021 - Panel Discussion, IAPTCB President's Action Plan, Support to ongoing interventions. POCQI, Stamp, and Yashoda Rooms for quality improvement project on skin-to-skin care at birth, Special Focus on Kangaroo Mother Care & Early Initiation of Breastfeeding (EIBF), Joint Advocacy Statement on Breastfeeding and Kangaroo Mother Care During COVID, Mentoring visit by BPNI Mentor - Field Assessments, Regional Meeting by MoHFW Launch of BPNI BFHI-Accreditation for MCH Units, New Initiatives LMUs & Breast Milk Bank, World Breastfeeding Week Celebrations Advocacy and Action 2022, Partners' Meeting by Chief Secretary BPNI Accreditation taken up by NHM, The BPNI and NHM Telangana recently hosted a Training of Trainers (ToT) in November 2022. Pedicon 2022 - Panel Discussion Breastfeeding Special Issue in the IAPTCB Journal in December 2022. At the end, he discussed their learning from the journey, which included prioritizing interventions, taking a focused and innovative approach, discussing breastfeeding, maintaining an advocacy campaign and action, strengthening health systems, and collaborating with multiple stakeholders, IAP, and NNF to keep the momentum going.



**Figure 4:** Pedicon 2021 - Panel Discussion IAPTCB President's Action Plan



Figure 5: Special Focus Kangaroo Mother Care & EIBF



Figure 6: Mentoring visit by BPNI Mentor Field Assessments



**Figure 7:** Regional Meeting by MoHFW Launch of BPNI Accreditation for MCH Units



**Figure 8:** Partners' Meeting by Chief Secretary BPNI Accreditation taken up by NHM



**Figure 9:** Training of Trainers (ToT) by BPNI & NHM Telangana



**Figure 10:** Pedicon 2022 - Panel Discussion IAPTCB Journal - Special Issue on Breastfeeding

7. Dr. Sameer Pawar, Nutrition Specialist, UNICEF India, spoke about UNICEF's commitments and BFHI-India. He approved the improvements made to all four BFHI Accredited hospitals. He emphasized that all mothers, regardless of socioeconomic status, educational level, place of delivery, or mode of delivery, should be motivated, supported, and prepared for early initiation of breastfeeding and exclusive breastfeeding through appropriate skills, human resources, and an enabling environment in the hospital. He noted that the BPNI's Breastfeeding Friendly Hospital Initiative (BFHI), in conjunction with the IMS Act, is critical and beneficial in improving the status of breastfeeding in our nation. If we work together to promote, protect, and encourage breastfeeding, we can enhance our country's breastfeeding rates. Accreditation is more than just having a certification; it is about putting everything in place, altering the mindset, and maintaining the quality of care and services. He also proposed integrating the BFHI project with ongoing government programmes such as LAQSHYA, SUMAN, NQAS, and NABH, where many accreditations for quality assurance take place in accordance with government criteria. He stated that UNICEF stands and commits to this cause in order to promote, protect, and support breastfeeding to plan, to bring together coordinate at the state level in order to have as many hospitals as possible, and to facilitate the participation of the private sector, including Medical Colleges, so that it can become a sustainable initiative.
8. Dr. Sanjiv Kumar, a public health expert and EAG member, expressed his joy and amazement at the registration of so many private hospitals under the BFHI Accreditation Project, which had previously appeared difficult. He also advised holding a face-to-face meeting with the BFHI core group and all EAG members to discuss the project's strategy and progress. He also made recommendations to accredited hospitals, who reviewed their success and improvement through data monitoring in





order to continue assuring early breastfeeding beginning soon after birth. He emphasized how vital and cost-effective this project is in lowering our country's child mortality rate.

Ms. Reema Dutta, Programme Officer (BPNI and BFHI-India), concluded the Meeting with a vote of thanks to all the invited speakers, expert advisory group (EAG) members, eminent speakers from four accredited hospitals, and other attendees.

**For more Information:**

Visit BFHI Website: <https://www.bfhi-india.in/home.php>

Brochure - <https://www.bfhi-india.in/admin/uploads/documents/brochure-346.pdf>

**Contact Us:**

Email - [info@bfhi-india.in](mailto:info@bfhi-india.in)

Phone Number - [+91-11-42683059](tel:+911142683059)

Address - BP-33 Pitampura, Delhi 110034 India.



**Breastfeeding Friendly Hospital Initiative (BFHI) India Annual Review Meeting  
21 December 2022, Time: 3:00 PM – 5:00 PM**

**Programme Schedule**

S.No.	Topic	Resource Person
3:00 - 3:10 PM	Welcome and Introduction	Dr. Arun Gupta, Co-Chair, BFHI India
3:10 - 3:20 PM	Importance of getting BFHI-INDIA Accreditation	Dr. Sunil Khetarpal, Director, Association of Healthcare Providers India (AHPI)
3:20 - 3:35 PM	Annual Review presentation of BFHI India	Ms. Reema Dutta, Programme Officer, BFHI India - BPNI
3:35 – 4:05 PM	Experience of Implementing BFHI India protocols	Col. G. Shridhar, (MD, DM Neonatology) Professor, Department of Pediatrics, Command Hospital, Pune
		Dr Nalini Thiruvengadam (MBBS, DGO, DNB), Senior Obstetrician and Gynaecologist, Bloom Life Hospital, Tamil Nadu
		Dr. Chithira Vasudevan, CMO (SAG), HOD (SNCU inborn), Rajiv Gandhi Government Women and Children Hospital, Puducherry
		Dr Shajin T., (MD, DNB), Consultant Pediatrician, Makunda Christian Leprosy and General Hospital, Assam
4:05 - 4:15 PM	Role of IAP in Supporting BFHI India Accreditation	Dr. Upendra Kinjawadekar, President Elect 2023, Indian Academy of Paediatrics (IAP) –Chief Guest
4.15 - 4.25 PM	Role of NNF in Supporting BFHI India Accreditation	Dr Surender Singh Bisht Treasurer NNF 2021 & 2022 Secretary General NNF 2023 & 2024
4:25 - 4:35 PM	Telangana Experience	Dr. Srikrishna RSV Secretary, IAP Twin Cities Branch, Telangana
4:35 - 4:45 PM	UNICEF’s Commitments and remarks	Dr Sameer Pawar, Nutrition Specialist, UNICEF India
4:45 - 4:55 PM	Q&A -Feedback	
4:55 – 5: 00 PM	Vote of Thanks	Ms. Reema Dutta, Programme Officer, BFHI India -BPNI