

Special Considerations

- **Feeding challenges**
 - Difficulty feeding. A plan will be made with mother, support person, and nurse if feeding difficulty occurs.
 - Donor breast milk available
- **Safety factors**
 - If there is difficulty feeding, mothers and support person(s) are educated on various feeding techniques that do not require the use of an artificial nipple
- **Exceptions**
 - Maternal
 - HIV Infection, Human T-lymphotrophic virus I or II, Active untreated TB, Active untreated Varicella, Active herpes simplex virus with breast lesions
 - Substance or alcohol abuse
 - Use of some medications
 - Infant
 - Galactosemia
- **Infants in NICU**
 - Breastfeeding in the NICU is encouraged

Penn Highlands Healthcare Breastfeeding CODE discourages:

- Advertising of formula to the public
- Donations of formula
- Distribution of free formula samples to breast feeding mothers
- Promotion of formula
- Staff providing advice about formula
- Gifts or personal samples to staff
- Use of space, equipment, or educational materials sponsored or created by formula companies
- Pictures hung in the facility promoting artificial feeding

Penn Highlands Healthcare participates in Keystone 10 Breastfeeding Initiative

The Maternal and Child Center is proudly participating in the Keystone 10 Breastfeeding Initiative. This is a collaborative project with various organizations around Pennsylvania including the Department of Health and the PA Chapter of the American Academy of Pediatrics designed to improve the quality of breastfeeding awareness, education and support in Pennsylvania.



The Maternal and Child Center of Penn Highlands Healthcare

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January 2024

Promoting and Supporting Breastfeeding At Penn Highlands Healthcare

The Maternal
and Child Center
Breastfeeding
Policy and
Procedures



PURPOSE

To provide an environment of maternal/infant care that advocates breastfeeding and supports the normal physiological functions involved in its establishment. The policy is routinely communicated to the Maternal and Child Healthcare staff.

Rooming in

- Infant stays in room with mother except during procedures
- Promotes bonding among family and newborn
- Encourages mother and support person to recognize infant cues and get support from nurses while it is available

HOW TO BREASTFEED

After delivery, breastfeeding mothers are instructed on

- Feeding cues
- Appropriate latch
- Effective sucking and swallowing
- Milk production
- Feeding frequency (8-12 times in 24 hours)
- Expression (manually or with pump)
- If their baby is getting enough nutrition
- When to call the physician
- Exclusive breastfeeding for 6 months
- Avoidance of artificial nipples or pacifiers unless infant is:
 - Preterm
 - Neonatal Abstinence Syndrome; Neonatal Opioid Withdrawal
 - Undergoing painful procedures
- Avoid use of nipple ointments
- Meet with a lactation consultant provided on an as needed basis

MAINTAINING BREASTFEEDING AFTER DISCHARGE

Before leaving the hospital breastfeeding mothers are able to:

- Properly position infant in a variety of ways
- Latch infant effectively
- Identify adequate feeding
- Know how frequently the infant should be fed
- Know how often the infant should pee and poop
- Know when to call the physician if needed
- Manually express milk

Community resources

- Penn Highlands Healthcare breastfeeding groups
 - Talk to your nurse about scheduled groups before discharge
- Refer to Penn Highlands Healthcare Maternal & Child Health website
- WIC
- Breastfeeding counselors in our area:
Visit www.pawic.com and download the Pennsylvania Breastfeeding Referral Guide

10 Steps to Successful Breastfeeding

Penn Highlands Healthcare promotes and supports successful breastfeeding by:

- ❖ Routinely communicating infant feeding policy to all staff members
- ❖ Educating all staff on current infant feeding practices
- ❖ Informing pregnant women and family members on breastfeeding benefits
- ❖ Promoting skin to skin contact between mothers and infants at birth
- ❖ Instructing mothers on how to begin and maintain breastfeeding
- ❖ Encouraging breast milk only for breastfeeding infants unless formula is medically indicated
- ❖ Promoting mother and infant rooming in during hospital stay
- ❖ Recognizing feeding cues and breastfeeding on demand
- ❖ Discouraging the use of bottles and pacifiers for the first month
- ❖ Offering breastfeeding and lactation support after discharge

PROMOTION

Before delivery

- Patient education and planning at prenatal visits to identify educational needs and desires.
- Prenatal classes
- Staff education on a routine basis to help mothers have the best possible breastfeeding experience

AFTER DELIVERY

Skin to skin contact

- Place infant skin to skin with mother for one hour following delivery or until first successful breastfeeding
- Practice “The Golden Hour” allow only mother and support person in delivery room for the first hour to encourage bonding
- Delay weighing for at least one hour or successful breastfeeding is complete
- Proven to help stabilize mother and newborn and to promote successful breastfeeding

