1 July 2014

Gympie Hospital re-accredited as Baby Friendly Hospital

Gympie Hospital has received re-accreditation with the internationally recognised Baby Friendly Health Initiative (BFHI) status for a further three years to 21 May 2017.

Director of Gympie Health Service, Ms Leuwin Ferguson said this achievement is a positive reflection of the nurses and midwives at Gympie Hospital who work hard to maintain the high standards required to achieve accreditation once again.

Nurse Unit Manager Shaneen Osborne said breastfeeding support is provided by midwives, nurses and child health nurses, as well as internationally certified lactation consultants who provide extra support to those women experiencing breastfeeding problems.

“Importantly, being a BFHI accredited hospital means that whilst promoting breastfeeding as being normal, natural and healthy, women who choose to bottle feed their babies are also included,” Ms Osborne said.

“It is important for all mums to know they will be fully supported in their choice of infant feeding.

“The Baby Friendly Health Initiative aims to support the principles of the Ten Steps to Successful Breastfeeding (see below), put forward by the World Health Organisation, throughout facilities providing maternity and newborn care,” Ms Osborne said.

Media opportunity – interview with midwife / nurse at Gympie Hospital on request

ENDS

The Ten Steps to Successful Breastfeeding
Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in - allow mothers and infants to remain together - 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Media contact: Jude Rhodes, Media and Communications Officer
Tel: 5470 6616 or 0408 713 747