

Promoting KKH as a Baby Friendly Hospital



Introduction

KKH pledged its commitment towards achieving the Baby Friendly Hospital Initiative (BFHI) status since 2010. The BFHI is a global effort to implement practices that protect, promote and support breastfeeding.

Target

Produce collaterals to:

- Serve as visual tools to enhance training of staff on the critical steps in achieving BFHI status
- Remain as constant visual reminders for staff
- Inform patients and visitors of our commitment to being a baby friendly hospital

Methodology

1. Staff Training

- Posters on the ten steps of the international BFHI Breastfeeding Policy
- Exclusive breastfeeding information leaflet
- Other mediums used by the Committee include Policy and Procedure Manual on acceptable medical indications for supplementary feeding and online tutorial with an internal-assessment at the end

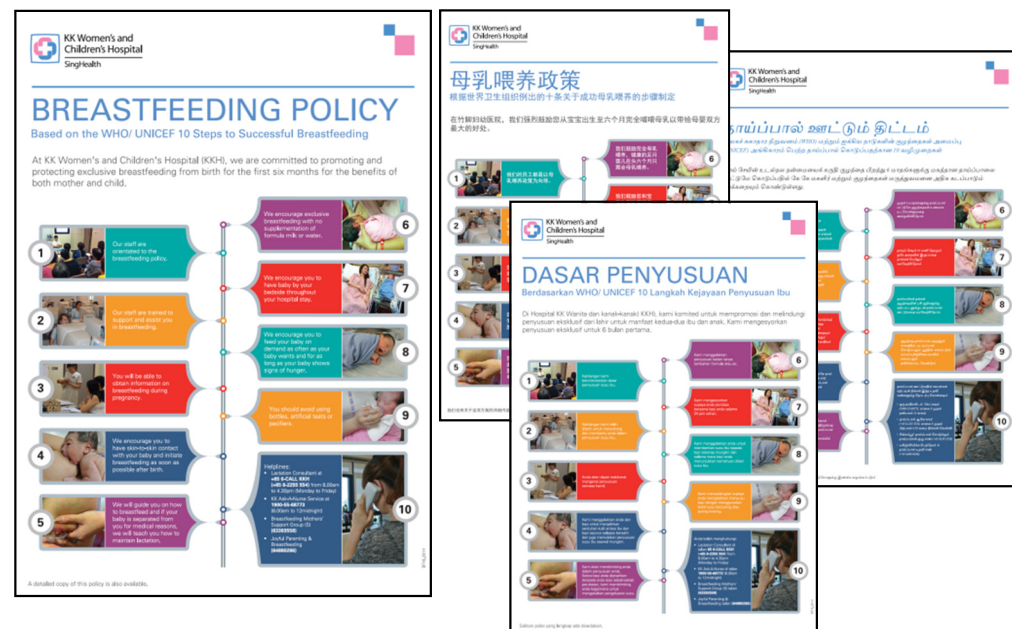
2. Educating the Public

- Brochures on skin-to-skin, hunger cues and rooming-in (displayed prominently in wards, nurseries and visitor lifts)
- Introduced a new programme "Antenatal Breastfeeding Counselling (ABC) in 2012, with a suite of collaterals, including large format flip charts and A2-sized flash cards, on top of posters and signages.



Results

- The collaterals were well-received by the external assessors
- Special mention that publicity materials are refreshingly colourful and easy to understand



Conclusion

Communications materials play a big part in training and educating our staff and patients, on the benefits of exclusive breastfeeding. They have been proven effective in reinforcing our commitment to the public on being a baby friendly hospital.

