



BFHI Implementation- The Singapore Story

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Singapore

- A small island state (735.3km²)
- Population of 6.03million
- GDP per capita USD 89,000*
- Multicultural Society

*IMF Oct 2024





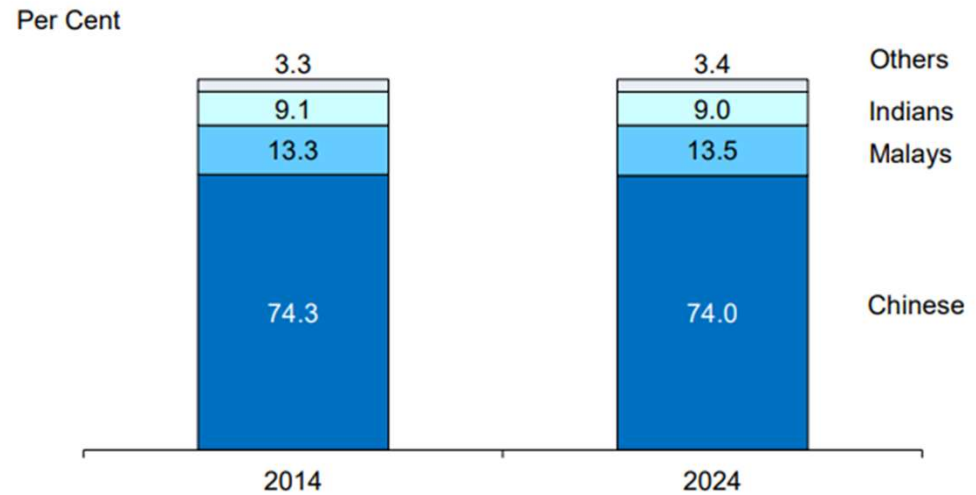
Population Trends 2024

ISSN 2591-8028 © Department of Statistics,
Ministry of Trade & Industry, Republic of Singapore

www.singstat.gov.sg



Chart 1.4 Ethnic Composition of Resident Population



- 36.6% of the population aged above 25 years have university qualification
- Median age of first marriage
 - Groom 31 years
 - Bride 29.5 years
- The median age of mothers at first birth is 31.3 years



PATIENTS. AT THE HEART OF ALL WE DO.®

Aging Population with low TFR

Chart 1.2 Age Pyramid of Resident Population

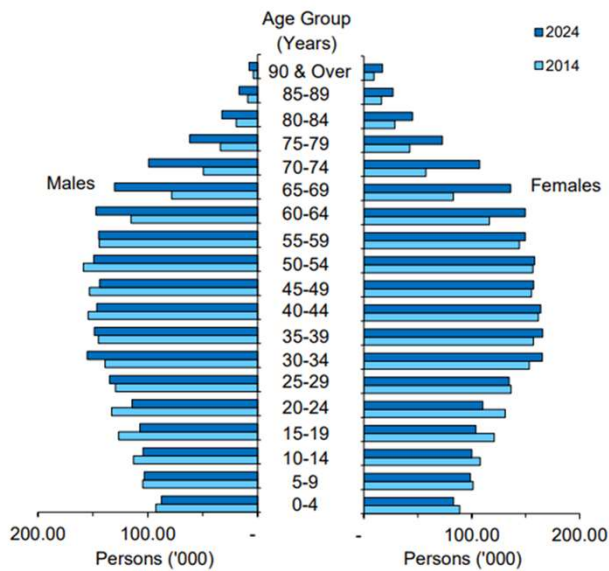
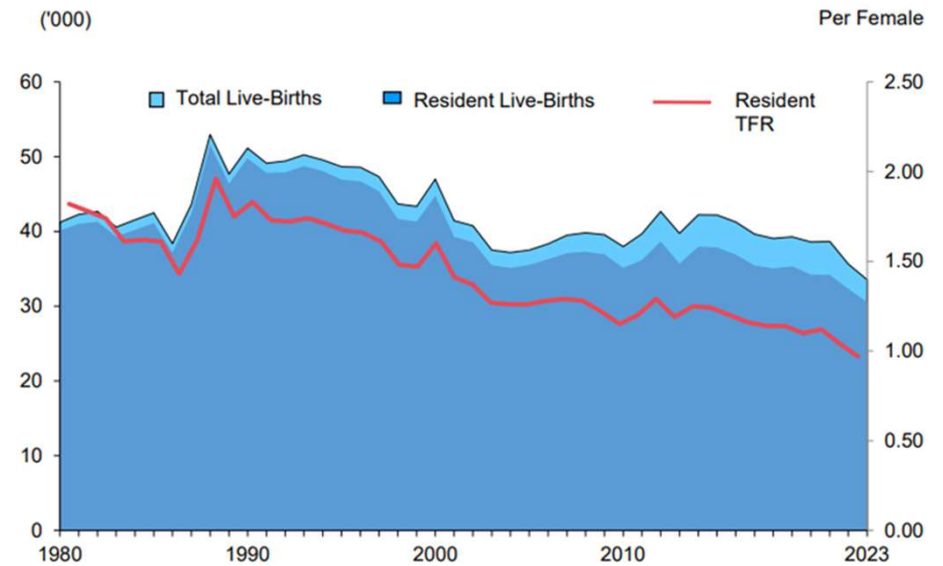


Chart 5.1 Live-Births and Total Fertility Rate (TFR)



- Median age of population 43years
- 19% of the population aged ≥ 65 years
- 1 in 4 will be ≥ 65 years in 2030

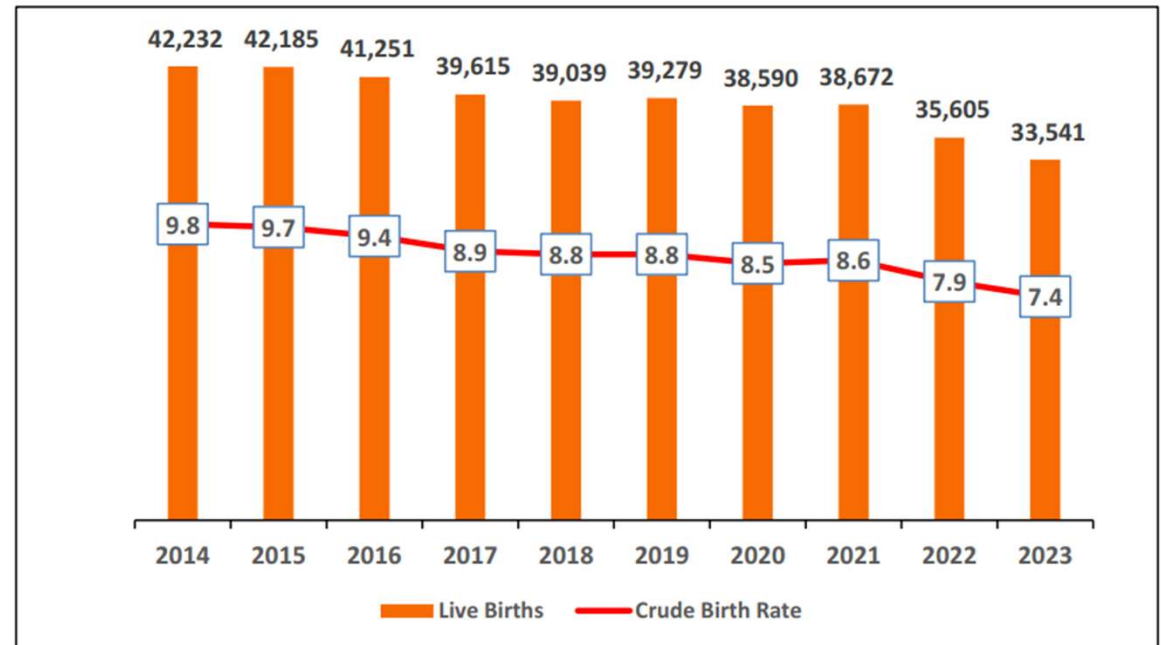
- Historic low total fertility rate (TFR) of 0.97
- Down from 1.04 births per female in 2022



**REPORT
ON REGISTRATION
OF BIRTHS AND DEATHS
2023**

REGISTRY OF BIRTHS AND DEATHS
IMMIGRATION & CHECKPOINTS AUTHORITY
SINGAPORE

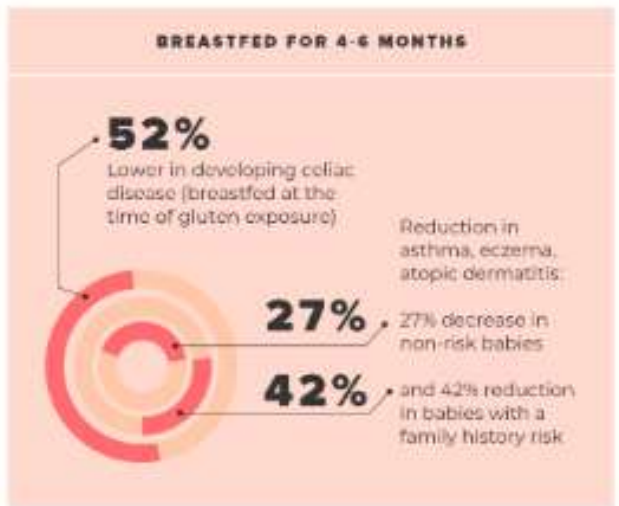
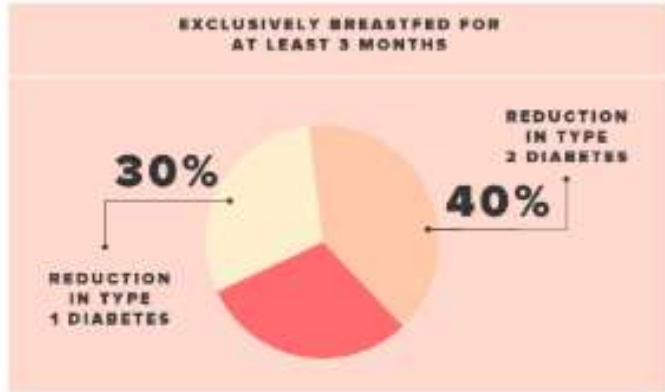
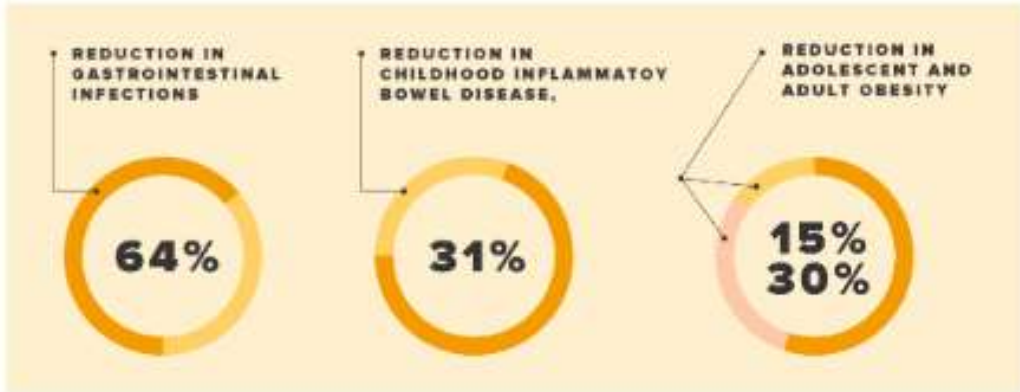
LIVE BIRTHS AND CRUDE BIRTH RATES, 2014 – 2023



- Resident Live-Births reduced from 32,290 in 2022 to 30,518 in 2023
- Neonatal Mortality Rate 1.1 per thousand resident live births
- Perinatal Mortality Rate 5.2 per thousand live births and stillbirths
- In 2023 only one case of maternal death registered

The WHO recommends....





Breastfeeding Benefits For Baby



Decreased postpartum bleeding
Decreased menstrual blood loss



Earlier return to prepregnancy weight, decreased
risk of breast and ovarian cancers

**BENEFITS AFTER 12 MONTHS
OF CUMULATIVE BREASTFEEDING**



**REDUCTION
IN BREAST CANCER**

**REDUCTION IN:
CARDIOVASCULAR DISEASE 10%,
HYPERTENSION 11% AND
HYPERLIPIDEMIA BY 19%**

10%
11%
19%



4-12% DECREASE IN
TYPE 2 DIABETES
28% REDUCTION IN
OVARIAN CANCER

Breastfeeding Benefits For Mum

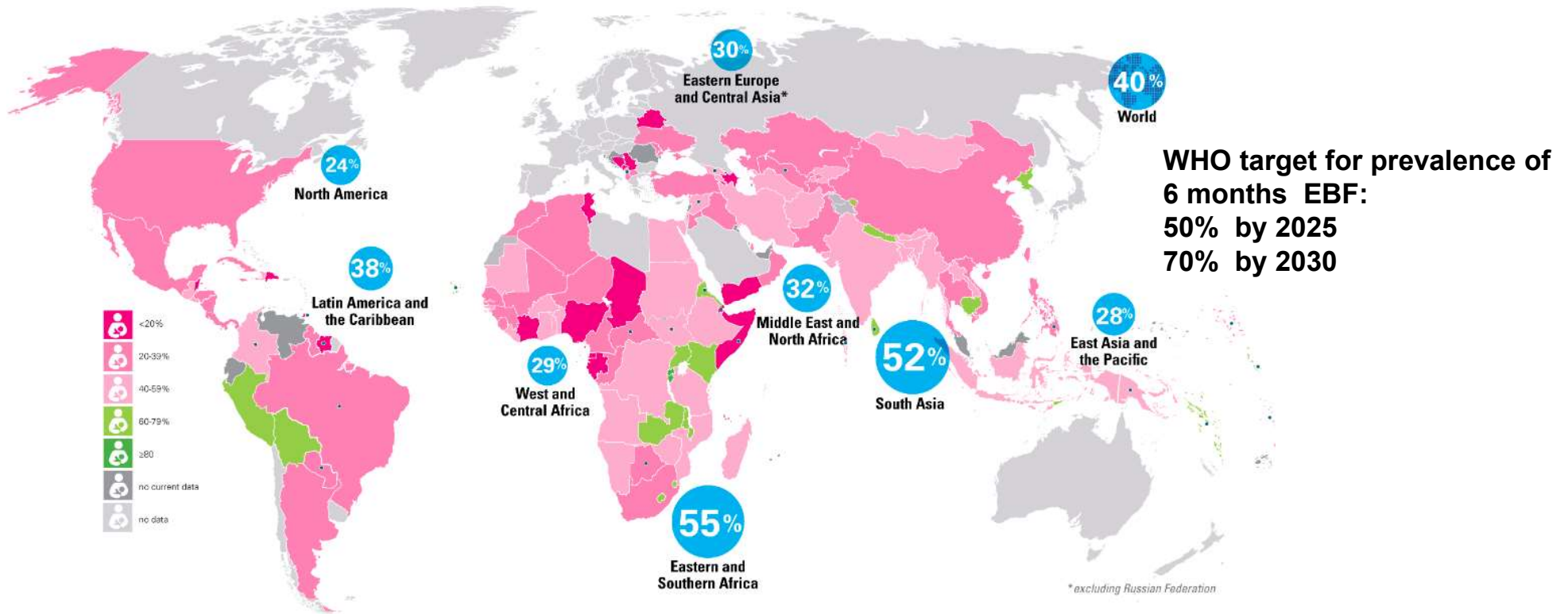
- Breastfeeding is the legal right of a child
- Promotion of breastfeeding is a legal obligation of countries

United Nations Office of the High Commissioner on the Rights of the Child.

Conventions on the rights of the child. 1989.

Available: <https://www.ohchr.org/en/instruments-mechanisms/instruments/convention-rights-child>

Global breastfeeding rates remain suboptimal despite focused efforts by many countries



Pérez-Escamilla R, Tomori C, Hernández-Cordero S, et al.
Breastfeeding: crucially important, but increasingly challenged in a market-driven world. *Lancet* 2023;401:472–85.

Breastfeeding 1

Breastfeeding: crucially important, but increasingly challenged in a market-driven world



Rafael Pérez-Escamilla, Cecilia Tomari, Sonia Hernández-Cordero, Phillip Baker, Aluisio J D Barros, France Bégin, Donna J Chapman, Laurence M Grummer-Strawn, David McCoy, Purnima Menon, Paulo Augusto Ribeiro Neves, Ellen Piwoz, Nigel Rollins, Cesar G Victora, Linda Richter, on behalf of the 2023 Lancet Breastfeeding Series Group*

Lancet 2023; 401: 472–85
Published Online
February 7, 2023
[https://doi.org/10.1016/S0140-6736\(22\)01932-8](https://doi.org/10.1016/S0140-6736(22)01932-8)

This online publication has been corrected. The corrected version first appeared at www.thelancet.com on February 27, 2023.

See Comment page 415
This is the first in a Series of three papers about breastfeeding. All papers in the Series are available at <https://www.thelancet.com/series/breastfeeding-2023>

In this Series paper, we examine how mother and baby attributes, and social, cultural, and economic determinants at other levels, how these interactions and interventions are necessary to achieve optimal breastfeeding in middle-income countries receive prelacteal feeds, and only a small proportion of infants receive optimal breastfeeding in the first hour of life. Prelacteal feeds are strongly associated with insufficient milk continues to be one of the most common (CMF) and stopping breastfeeding. Parents and health professionals behaviours as signs of milk insufficiency or inadequacy. In 2021 and country-based case studies indicate that breastfeeding is not the sole responsibility of women and inequities into consideration.

Breastfeeding 2

Marketing of commercial milk formula: a system to capture parents, communities, science, and policy



Nigel Rollins, Ellen Piwoz, Phillip Baker, Gillian Kingston, Kopano Matlwa Mabaso, David McCoy, Paulo Augusto Ribeiro Neves, Rafael Pérez-Escamilla, Linda Richter, Kathryn Russ, Gita Sen, Cecilia Tomari, Cesar G Victora, Paul Zambrano, Gerard Hastings, on behalf of the 2023 Lancet Breastfeeding Series Group*

Lancet 2023; 401: 486–502
Published Online
February 7, 2023
[https://doi.org/10.1016/S0140-6736\(22\)01931-6](https://doi.org/10.1016/S0140-6736(22)01931-6)

See Comment page 415
This is the second in a Series of three papers about breastfeeding. All papers in the Series are available at <https://www.thelancet.com/series/breastfeeding-2023>

Despite proven benefits, less than half of infants and young children globally are breastfed in accordance with the recommendations of WHO. In comparison, commercial milk formula (CMF) sales are valued at US\$55 billion annually, with more infants and young children being breastfed in countries where CMF marketing is prevalent. This paper describes the CMF marketing playbook and its influence on policy, drawing on national survey data, company reports, multicountry research studies. We report how CMF sales are increasing in countries with little or no supporting developmental challenges in ways that systematically undermine the reach and influence of marketing while circumventing the regulatory environment. Creating an enabling policy environment for breastfeeding requires greater political commitment, financial investment, and a framework convention on the commercial marketing of food and beverages. A framework convention on the commercial marketing of food and beverages.

Lancet Breastfeeding Series 2023

Unfounded claims

Code violation

Lack of political will

Formula industry sales USD 5 billion per year

Breastfeeding not protected, promoted and supported

Breastfeeding 3

The political economy of infant and young child feeding: confronting corporate power, overcoming structural barriers, and accelerating progress

Phillip Baker, Julie P Smith, Amandine Garde, Laurence M Grummer-Strawn, Benjamin Wood, Gita Sen, Gerard Hastings, Rafael Pérez-Escamilla, Chee Yoke Ling, Nigel Rollins, David McCoy, on behalf of the 2023 Lancet Breastfeeding Series Group*

Despite increasing evidence about the value and importance of breastfeeding, less than half of the world's infants and young children (aged 0–36 months) are breastfed as recommended. This Series paper examines the social, political, and economic reasons for this problem. First, this paper highlights the power of the commercial milk formula (CMF) industry to commodify the feeding of infants and young children; influence policy at both national and international levels in ways that grow and sustain CMF markets; and externalise the social, environmental, and economic costs of CMF. Second, this paper examines how breastfeeding is undermined by economic policies and systems that ignore the value of care work by women, including breastfeeding, and by the inadequacy of maternity rights protection across the world, especially for poorer women. Third, this paper presents three reasons why health systems often do not provide adequate breastfeeding protection, promotion, and support. These reasons are the gendered and biomedical power systems that deny women-centred and culturally appropriate care; the economic and ideological factors that accept, and even encourage, commercial influence and conflicts of interest; and the fiscal and economic policies that leave governments with insufficient funds to adequately protect, promote, and support breastfeeding. We outline six sets of wide-ranging social, political, and economic reforms required to overcome these deeply embedded commercial and structural barriers to breastfeeding.

The Breastfeeding Landscape in Singapore

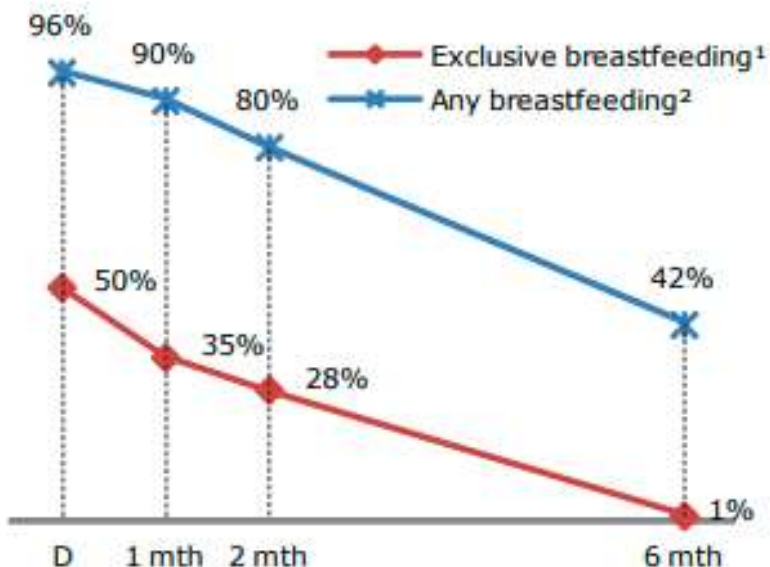
- In the 1990's two-thirds of women breastfed for less than 2 months (67%) and only 11% breastfed for more than 6 months¹
- National Breastfeeding Survey in 2001²
 - 95% of mothers attempted breastfeeding
 - 50% continued to do so at 2 months
 - 30% persisted till 4 months and only 21% continued at 6 months
 - Exclusive breastfeeding at 6 months neared zero

1. Fok D. *Breastfeeding in Singapore. Breastfeed Rev* 1997;5:25–8

2. Foo LL, Quek SJS, Ng SA, et al. *Breastfeeding prevalence and practices among Singaporean Chinese. Health Promot Int* 2005;20:229–37.

Singapore National Breastfeeding Survey 2011

PREVALENCE OF BREASTFEEDING IN SINGAPORE



D = On day of Discharge
mth = Number of Months after Delivery

Rank	Working Mother	Homemaker
1	Not able to supply enough breast milk 53%	Not able to supply enough breast milk 63%
2	Need to return to work 46%	Mother was tired 12%
3	Baby was not able to suck properly/well 13%	Baby was not able to suck properly/well 12%

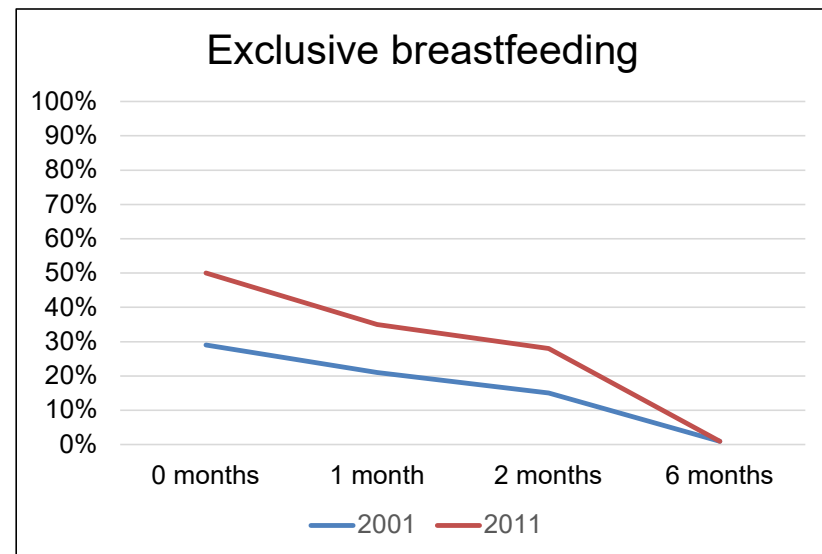
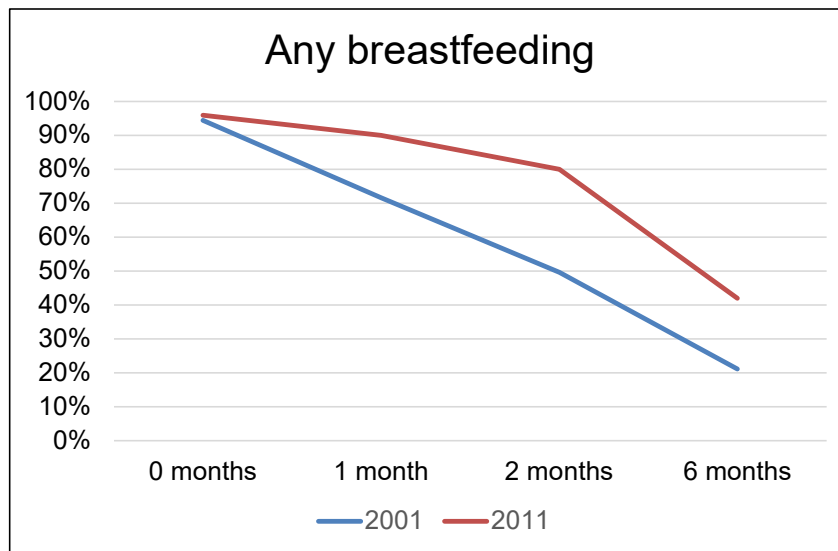
Note: Mothers were allowed to give more than 1 reason.

Factors that would encourage breastfeeding

- If mother could produce enough breastmilk (35%)
- If maternity leave could be extended(12%)

National Initiatives to Improve Breastfeeding

- Policy change with extension of maternity leave from 2 to 4 months
- Breastfeeding forums and workshops were conducted for the public and healthcare professionals by the Health Promotion Board (HPB) and Association for Breastfeeding Advocacy Singapore (ABAS)



Ministry of Finance. *New package of measures to support parenthood. 2004.*

<https://www.mof.gov.sg/newspublications/press-releases/New-Package-Of-Measures-To-Support-Parenthood>

Association for Breastfeeding Advocacy, Singapore (ABAS)

- Association with diverse professional network including
 - Public and private maternity hospitals
 - Public primary healthcare providers (polyclinics)
 - Health Promotion Board (HPB)
 - Academic institutions and societies (Paediatrics and OG)
 - VWO supporting breastfeeding
- We are an alliance who believe that breastfeeding of children is a fundamental building block for the health of the nation
- Mission is to promote, protect and support breastfeeding



The Baby Friendly Hospital Initiative (BFHI)

- Transform all maternity facilities to better protect, promote and support breastfeeding
- In alignment with the UNICEF and WHO initiative launched in 1991 and the 2018 revision^{1,2}

Criteria for accreditation

- Fulfilment of The Ten Steps to Successful Breastfeeding
- Full compliance with the International WHO Code of Marketing of Breast milk Substitutes

1. World Health Organisation, United Nations International Children's Emergency Fund. *Baby-friendly hospital initiative: ten steps to successful breastfeeding, from UNICEF and the World Health Organization*. Geneva, 2009. Available: <https://www.unicef.org/documents/baby-friendly-hospital-initiative>

The TEN STEPS to Successful Breastfeeding

1 HOSPITAL POLICIES
Hospitals support mothers to breastfeed by:

- Not automatically offering formula
- Providing lactation support and resources
- Having the support of hospital staff

2 CARE RIGHT AFTER BIRTH
Hospitals support mothers to breastfeed by:

- Encouraging early initiation and exclusive breastfeeding
- Helping mothers to latch on to the breast of their own baby every time

7 ROOMING-IN
Hospitals support mothers to breastfeed by:

- Laying mothers and babies together in the same room
- Encouraging mothers to breastfeed on demand

10 DISCHARGE
Hospitals support mothers to breastfeed by:

- Referring mothers to community lactation support
- Working with community health workers to support breastfeeding

The Ten Steps to Successful Breastfeeding

- Evidence-based practices
- Shown to increase rates of breastfeeding initiation, duration and exclusivity¹
- More steps experienced by a mother, the more likely she is to exclusively breastfeed²

1. Pérez-Escamilla R, Hall Moran V. Scaling up breastfeeding programmes in a complex adaptive world. *Matern Child Nutr.* 2016 Jul;12(3):375-80. doi: 10.1111/mcn.12335. Epub 2016 May 10. PMID: 27161881; PMCID: PMC6860150
2. DiGirolamo AM, Grummer-Strawn LM, Fein SB. Effect of maternity-care practices on breastfeeding. *Pediatrics.* 2008 Oct;122 Suppl 2:S43-9. doi: 10.1542/peds.2008-1315e. PMID: 18829830.

Baby Friendly Hospital Initiative (BFHI) Journey

Preparation (2010)

- Study trip to Australia and New Zealand
- Team members include ABAS members and HPB staff
- Aims:
 - Greater understanding of BFHI
 - Explore ways to overcome the accreditation challenges in Singapore

BFHI Journey

Training (2011)

- WHO BFHI consultants were invited to provide consultation to local hospitals for BFHI implementation
- Nineteen ABAS members trained and certified as BFHI assessors and reviewers



Randa Saadeh



Rosalind Escott

Baby Friendly Hospital Initiative

● WHAT TO EXPECT FROM A BABY FRIENDLY HOSPITAL

● WHY CHOOSE A BABY FRIENDLY HOSPITAL?

● HOW ARE HOSPITALS CERTIFIED?

● BABY FRIENDLY HOSPITALS IN SINGAPORE

● WHAT IF I AM PLANNING TO DELIVER IN A HOSPITAL THAT IS NOT CERTIFIED BABY FRIENDLY?

The Baby Friendly Hospital Initiative (BFHI) seeks to promote and support breastfeeding for the well-being of all mothers and babies.



The Baby Friendly Hospital Initiative (BFHI) is supported by Singapore's Health Promotion Board (HPB) and is part of a global effort founded by UNICEF and the World Health Organisation (WHO) to ensure maternity hospitals meet best practice standards in supporting mothers to breastfeed successfully.

Breastfeeding provides all the nutrients for optimal growth and infant health. WHO and HPB recommend all babies to be exclusively breastfed for the first six months. Infants should receive nutritionally adequate and age-appropriate complementary foods while breastfeeding continues for up to 2 years of age and beyond.

BFHI Journey

Launch of National BFHI Committee (2011)

- Goal for all ten maternity hospitals to achieve BFHI accreditation
 - 3 public healthcare institutions
 - 7 private hospitals
- Funding from HPB

BFHI Journey

Ban of free formula milk in all hospitals (2012)

- ABAS, in collaboration with HPB and Ministry of Health, mandated that all Singapore maternity hospitals and newborn nurseries are to stop accepting free formula milk.
- All formula milk used in hospitals had to be procured.
- Remove the biggest barrier to BFHI accreditation



BFHI support from professional bodies

JOINT STATEMENT ON BREASTFEEDING AND OPTIMAL MILK FEEDING FOR INFANTS AND YOUNG CHILDREN



BFHI Journey

First PHI achieved BFHI Accreditation (2013)

- The National University Hospital (NUH) was successfully accredited.
- WHO consultant, Rosalind Escott, led in the efforts with a local team of assessors and reviewers, and the first BFHI accreditation exercise was completed.

BFHI Certification Public Maternity Hospitals

Restructured Hospitals	Accreditation
National University Hospital (NUH)	August 2013
Singapore General Hospital (SGH)	April 2014
KK Women's and Children's Hospital (KKH)	May 2014



Project Liquid Gold

Community engagement initiatives to support breastfeeding mothers transitioning back to work from maternity leave



National Trades Union Congress. NTUC U family launches project liquid gold. 2013.

Available: <https://www.ntuc.org.sg/uportal/news/NTUC-U-Family-Launches-Project-Liquid-Gold/>

Project Liquid Gold



- Creation of workplace support groups
- Qualified breastfeeding mentors provided guidance and workplace support
- National Trades Union Congress (NTUC) U Family collaborated with HPB, ABAS and the Singapore National Employers Federation (SNEF) in 2014 to introduce an Employer Guide on Breastfeeding Support at Workplaces.

National Trades Union Congress. NTUC U family launches project liquid gold. 2013.

Available: <https://www.ntuc.org.sg/uportal/news/NTUC-U-Family-Launches-Project-Liquid-Gold/>



Employer's Guide to Breastfeeding at the Workplace

Workplace Support



Why Should Breastfeeding Be An Agenda for Employers



Benefits Of Being A Breastfeeding Friendly Employer



What Can Employers Do To Help Employees Who Wish To Continue Breastfeeding



Why Mothers Need To Express Milk At Work



Working Mum's Milk Kit



Funding Support

Employer Spotlight:

Sembcorp Industries

Energy and water company Sembcorp Industries recognises that as a company, its people are amongst its most valuable assets. In line with this, the company is committed to employee welfare and has put in place a number of family-friendly practices that include support for employees who are nursing mothers.

Since 2006, female employees of Sembcorp who returned to work after giving birth are encouraged by the availability of lactation facilities and equipment in Sembcorp's office at its corporate headquarters on Hill Street and in Jurong Island. Throughout the course of the working day, nursing mothers are able to take lactation breaks as and when needed and they are free to utilise a clean, conducive nursing room on office premises offering not just privacy and peace within individual cubicles, but also a hospital-grade lactation pump, power points, a steriliser and a refrigerator for expressing and storing breast milk.



What a Sembcorp Employee Says:

"The lactation facility in our office enabled me to keep both my children on breast milk for their entire first year without having to use formula. Because of it, I felt much more confident in my ability to mother my children while continuing to advance my career. In fact, in the case of my second child, I was able and willing to attend to work exigencies after 12 weeks because I knew I would have no problems continuing to nurse her given the good support from the company."

– *Thoh Jing Li*
Assistant Vice President, Group Corporate Finance,
Sembcorp Industries



Singapore's first breast milk donation bank launched by KKH



1 of 7 Madam Halimah Yacob and guests looking at bottles of human milk at the milk bank at KK Women's and Children's Hospital on Aug 17, 2017. ST PHOTO: KEVIN LIM

- Made available a ready supply of safe pasteurized donor human milk
- Solidified efforts to provide the benefits of breastmilk to babies who were not able to be breastfed

Raffles Hospital to go baby-friendly and become first private hospital in S'pore to join breastfeeding scheme



Tiffany Fumiko Tay

UPDATED FEB 01, 2018, 07:09 PM ▾



SINGAPORE - Raffles Hospital will become the first private hospital in Singapore to say no to sponsorship agreements with formula milk companies and do more to support breastfeeding.

The hospital announced on Thursday (Feb 1) that it will be part of the global Baby-Friendly Hospital Initiative (BFHI) and hopes to be certified baby-friendly by mid-2019. Among the changes it will make are revising its maternity practices to boost staff education and awareness on breastfeeding, restrict ready-to-feed formula to babies with medical requirements only, and ban the display of formula milk and feeding bottles at the hospital's retail pharmacy.

All three public hospitals offering maternity services here - KK Women's and Children's Hospital, National University Hospital and Singapore General Hospital - are BFHI-certified.

Speaking to the media after a tour of Raffles Hospital, Senior Minister of State for Health Amy Khor said the three hospitals have seen a 50 per cent increase in their exclusive breastfeeding rates since attaining certification.

Breastfeeding rates in Singapore are low compared to other developed nations, and more support is needed, she said.



Regulation of the CMF Industry

Infant formula companies to be barred from trading hospital sponsorships for brand promos



SINGAPORE - Infant formula firms will soon be barred from providing both financial and in-kind inducements to hospitals to promote their brands to mothers, under changes to guidelines that govern the sale of infant foods in Singapore.

While cash payments were already disallowed, sponsorships in the form of hospital dinner and dance functions, for example, have been highlighted as problematic.

The new rules for formula companies are part of the revised code of ethics by a committee administered by the Health Promotion Board.

Making the announcement on Friday (Jan 11), Senior Minister of State for Health Amy Khor said that the scope of the code has been expanded to cover formula milk for infants aged up to 12 months, compared to six months previously.

More sponsorship restrictions have also been imposed as part of efforts to "reduce the reliance on infant formula by mothers", Dr Khor said.

BFHI Certification Private Hospitals

Private Hospitals	Accreditation
Raffles Hospital	October 2019
Mount Elizabeth Novena Hospital	December 2018
Mount Elizabeth Orchard Hospital	August 2019
Parkway East Hospital	October 2019
Gleneagles Hospital	October 2019
Mount Alvernia Hospital	-
Thomson Medical Centre	-

- BFHI underwent revision in 2018
- Structured program
 - Self evaluation
 - Plan for change
 - Implement changes
 - Self monitoring
 - External assessments
 - Reassessments
- All components are vital to ensure quality of care is maintained



STEP 1a	Comply fully with the <i>International Code of Marketing of Breast-milk Substitutes</i> 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 and data-management systems.
STEP 2	Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.
STEP 3	Discuss the importance and management of breastfeeding with pregnant women and their families.
STEP 4	Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth.
STEP 5	Support mothers to initiate and maintain breastfeeding and manage common difficulties.
STEP 6	Do not provide breastfed newborns any food or fluids other than breast milk, unless medically indicated.
STEP 7	Enable mothers and their infants to remain together and to practice rooming-in 24 hours a day.
STEP 8	Support mothers to recognize and respond to their infants' cues for feeding.
STEP 9	Counsel mothers on the use and risks of feeding bottles, teats and pacifiers.
STEP 10	Coordinate discharge so that parents and their infants have timely access to ongoing support and care.

World Health Organization and the United Nations Children's Fund (UNICEF). *Implementation guidance: protecting, promoting and supporting breastfeeding in facilities providing maternity and newborn services – the revised baby-friendly hospital initiative*. Geneva: World Health Organization, 2018.
 Available: <https://www.unicef.org/media/95191/file/Baby-friendly-hospital-initiativeimplementation-guidance-2018.pdf>



KK Women's and Children's Hospital

- Largest tertiary perinatal referral center
 - › Level 4 NICU 40 beds
 - › Level 2 SCN 60 beds
 - › 3 Level 1 well baby nurseries
- Annual births 11,000+
- NICU admissions: 600-680/ year
- SCN admissions : 850-1100/ year
- Manages 2 thirds of all complex cases and babies born less than 1500grams

KKH – Challenges Faced

Step Two: Train all health care staff in skills necessary to implement the policy

Step Three: Inform all pregnant women about the benefits and management of breastfeeding

Step Four: Place babies in **skin-to-skin** contact with their mothers immediately following birth for **at least an hour** encourage mothers to recognize when their babies are **ready to breastfeed**, offering help if needed

Step Seven: Practice **rooming-in** – allow mothers and infants to remain together – 24 hours a day.

Corrective Action Selection

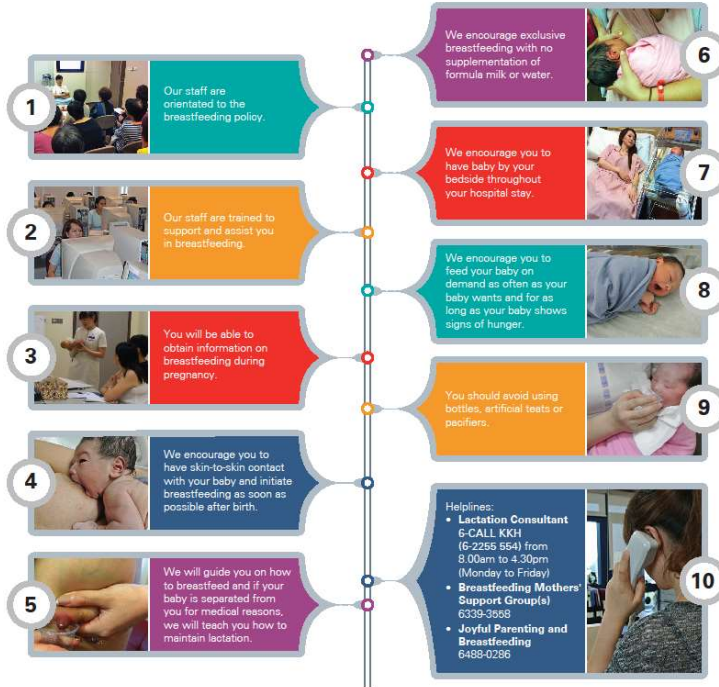
Solutions to solve vital factors

Criteria	Practical	Within team's control	Effective Solving of Problems	Total
Potential Solution				
Create breastfeeding awareness to mothers at WSOC, Delivery Suite and Ward 32	40	40	32	112
Doctors to motivate and encourage mothers on exclusive breastfeeding	24	18	24	66
Create awareness and equip staff with knowledge and skills about breastfeeding	40	32	32	104
Infant formula to be given under prescription by doctor	8	8	24	42
Set new workflow for nurses to inform, counsel and assist mothers to room-in and exclusively breastfeed	32	32	32	96
Assign a nurse to conduct daily breastfeeding ward round	24	24	24	72
Lactation Consultant to see all breastfeeding mothers after their delivery	16	24	24	64

BREASTFEEDING POLICY

Based on the WHO / UNICEF 10 Steps to Successful Breastfeeding

At KK Women's and Children's Hospital (KKH), we are committed to promoting and protecting exclusive breastfeeding from birth for the first six months for the benefits of both mother and child.



A detailed copy of this policy is also available.

- BFHI policy available in four official languages
- Staff educated on the policy

母乳喂养政策

根据世界卫生组织列出的十条关于成功母乳喂养的步骤制定

在竹脚妇幼医院，我们强烈鼓励您从宝宝出生至六个月完全母乳喂养以带给母婴双方最大的好处。



我们也有关于这项方案的详细内容。

Staff Training

Training being conducted with a strong emphasis on engaging the nurses, O&G doctors and Neonatologists



Role-play in-service education



On-line BFHI education for staff

Quality Improvement Project PRAISE Breastfeeding

- “**Proactive Actions to Increase Successful Exclusive Breastfeeding**” in all mothers and their newborns. (2008)
- Address Root Causes:
 - Lack of nursing support
 - Bottle feeding culture with hands off attitude
 - Knowledge deficit in mothers

Patient education in the antenatal clinics

Complimentary Session
免费咨询
 Every Monday to Friday (excluding Public Holidays)
 星期一至五 (公众假期除外)

Online Session 线上讲解
Venue : Zoom (视屏会议)
Time : 10.00am to 10.30am (早上) or
 2.00pm to 2.30pm (下午)
 Scan the QR code to register now!
 扫描以下二维码登记

Face-to-Face Session 面对面讲解
Venue : Patient Education Centre
 Room 1, Women's Tower, Level 1
 (位于一楼的病人教育中心-母婴)
Time : 11.00am to 11.30am (早上) or 或
 12.00pm to 12.30pm (下午) or 或
 3.00pm to 3.30pm (下午)
Book your session at the Women's Specialist Clinic.
请在妇女专科门诊处预约。

Pre-registration is required. Slots/ Seats are available on a first-come, first-served basis.
 预约时段和位子有限, 有意者请优先登记, 我方以先到先得的方式提供咨询, 若有不能之处, 敬请谅解。
 For enquiries, please approach our staff at the Women's Specialist Clinic, Women's Tower, Level 1.
 您若有任何疑问, 请向一楼妇女专科门诊的职员询问。

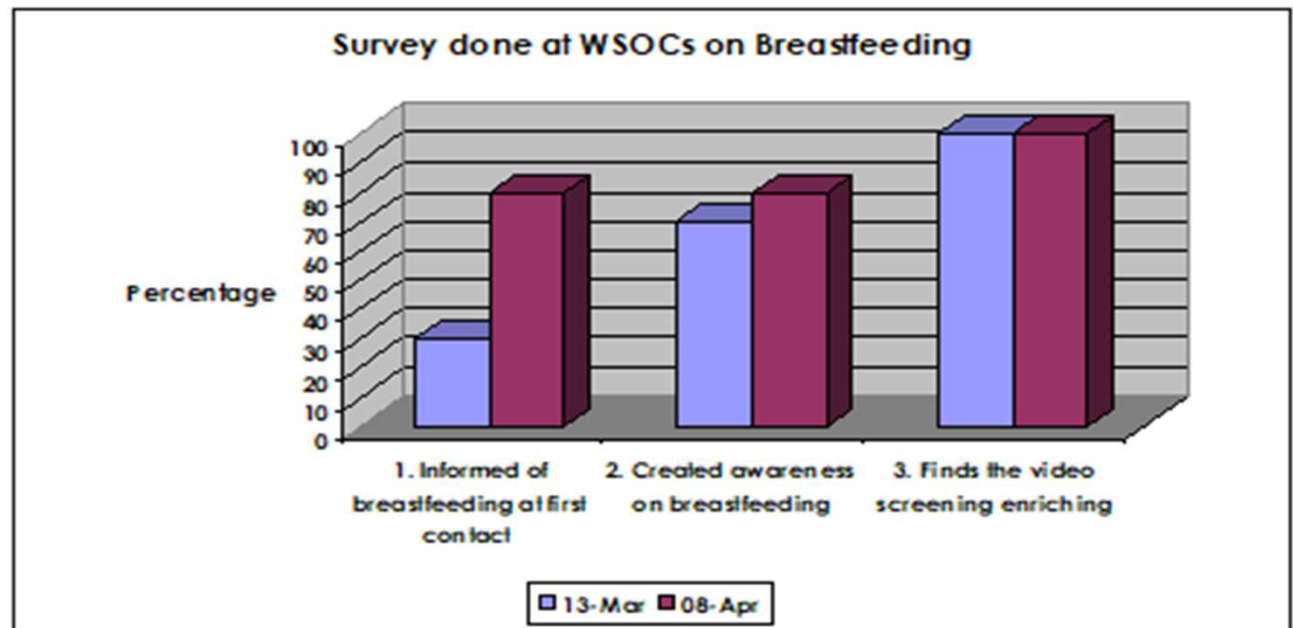
Antenatal Breastfeeding Counselling
产前哺乳咨询

KK Women's and Children's Hospital
 SingHealth

100 Bukit Timah Road
 Singapore 228999
 Tel: 6-CALL KKH (6-2255 554)
 Fax: 6293-7933
 Website: www.kkh.com.sg
 www.facebook.com/kkh.sg

1909042735_01_S4x1073

PATIENTS. AT THE HEART OF ALL WE DO.



Patient education in the delivery suite

■ Exclusive Breastfeeding For The First Six Months 新生儿首六个月的纯母乳喂养

According to World Health Organization (WHO), breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants, with important implications for the health of mothers. 根据世界卫生组织(WHO)的考证, 母乳喂养对新生婴儿的健康生长和发育有着重大影响, 哺乳对母亲的健康也有益。

- Health benefits for baby
有益宝宝健康
- Mother and baby bonding
有利于增强母亲与宝宝之间的亲密关系
- Good nutrition
最好的营养



■ Skin-to-Skin Contact 肌肤接触

- Keeps baby warm
维持宝宝的体温
- Calms baby/mother
帮助妈妈和宝宝身心放松
- Regulates heartbeat and breathing
帮助宝宝调节心跳和呼吸的频率
- Helps with bonding
促进亲子关系
- Good start for breastfeeding

为母乳喂养建立良好的开始

- Encourages breastfeeding on demand
鼓励母亲根据宝宝的需求来进行哺乳



■ Rooming-in day and night 母婴同室24小时

- Learn about your baby's behaviour
更好地了解您的宝宝
- Observe baby's feeding cues
贴近观察宝宝在喂奶时发出的信号
- Allows you to feed when baby wants
根据宝宝的需求喂奶
- Can comfort and handle your baby when needed
在宝宝需要时给予安抚和照顾



Patient education on rooming in of babies in KKH

In KKH, we encourage mothers who are well to have and care for their well babies soon after delivery and breastfeed exclusively

You can have your baby with you all the time during your hospital stay and our nurses will be at hand to assist and guide you in caring and feeding your baby.

Having your baby with you throughout the day and night will:

- Allow you to bond with your baby
- Allow you to interact with your baby
- Allow you to know your baby better
- Help you recognize your baby's feeding cues
- Enable you to feed according to your baby's demand
- Enable you to achieve exclusive breastfeeding
- Develop your confidence in the care of your baby

Your baby will be required to be in the nursery only for the following purpose:

- Initial temperature monitoring after delivery
- Treatment & Procedure eg. Injection
- Newborn hearing assessment
- Metabolic screening assessment
- Phototherapy
- Baby bathing

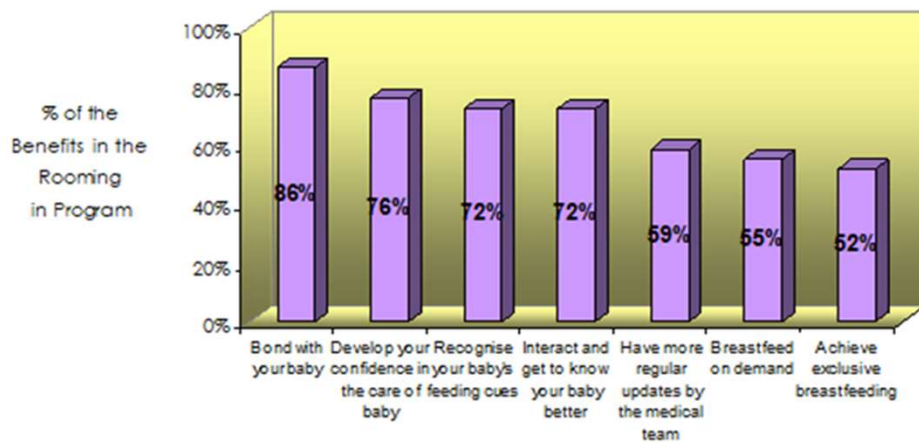
Changes in Postnatal Ward

- Nursery renamed as observation area
- Frosting of the nursery window panel
- Changing of nursing workflow with care of dyad as a unit
- Room in during the day was introduced followed by at night
- Increase in number of night duty staff to support rooming in at night
- All newborn procedures conducted at the bedside, including neonatal rounds

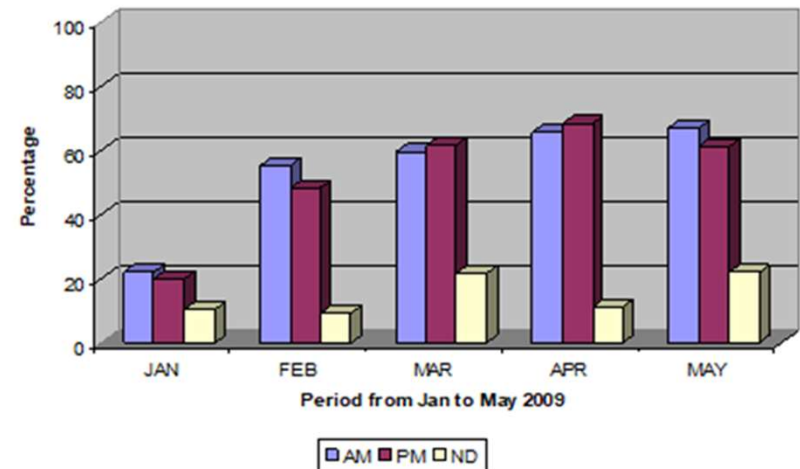


Positive improvements in the postnatal nursery

Feedbacks Received on Rooming-in Program



Rooming In Statistic (Median)



Rooming-in 2024

Rooming in + MI = 95.4%

Night Rooming-In Rate

Overall Rooming In Rate **76.9%**

Total No. of Babies **718**

Total Babies Room In **552**

Total Babies Not Room In (MI) **133**

Total Babies Not Room In (Non-MI) **33**

Select the calendar year that you wish to view

Calendar Year

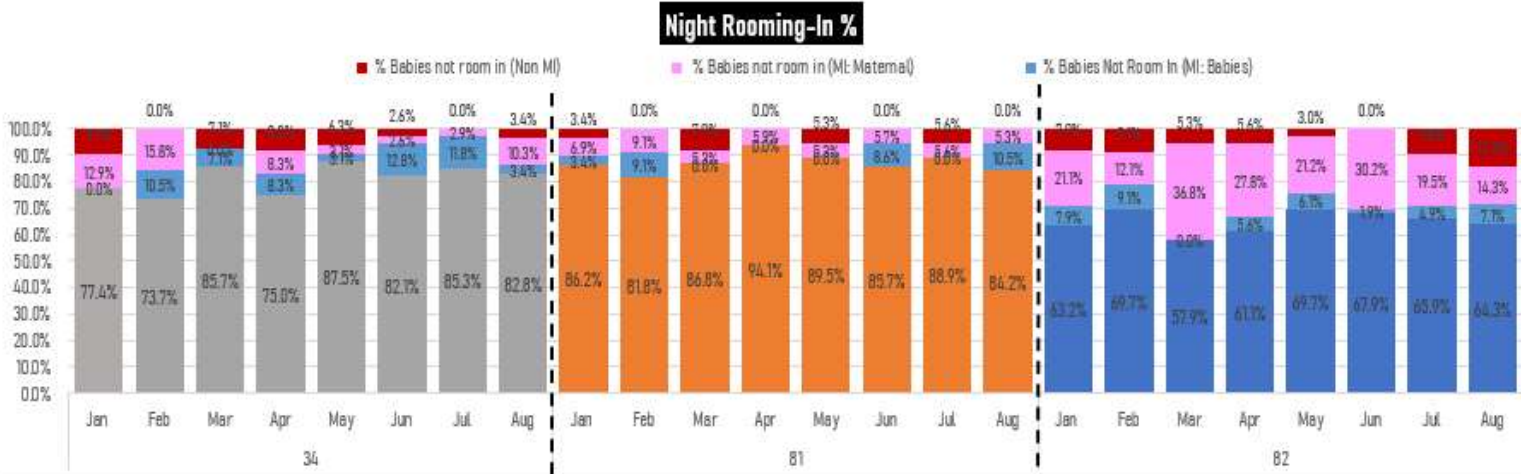
2023

2024

Select next to view

EEMF

Antenatal Edu.




Overall				
	Total No. of Babies	Babies Room-In	MI	Non MI
Jan	98	73	18	7
Feb	85	64	18	3
Mar	71	56	10	5
Apr	65	47	15	3
May	84	68	12	4
Jun	127	98	28	1
Jul	93	72	16	5
Aug	95	74	16	5

Ward 34				
	Total No. of Babies	Babies Room-In	MI	Non MI
Jan	31	24	4	3
Feb	19	14	5	
Mar	14	12	1	1
Apr	12	9	2	1
May	32	28	2	2
Jun	39	32	6	1
Jul	34	29	5	
Aug	29	24	4	1


Ward 81				
	Total No. of Babies	Babies Room In	MI	Non MI
Jan	29	25	3	1
Feb	33	27	6	
Mar	38	33	2	3
Apr	17	16	1	
May	19	17	1	1
Jun	35	30	5	
Jul	18	16	1	1
Aug	38	32	6	

Ward 82				
	Total No. of Babies	Babies Room in	MI	Non MI
Jan	38	24	11	3
Feb	33	23	7	3
Mar	19	11	7	1
Apr	36	22	12	2
May	33	23	9	1
Jun	53	36	17	
Jul	41	27	10	4
Aug	28	18	6	4

Exclusive Breastfeeding Rate (Apr- Aug 2024) excludes medical indicated supplementation



BreastFeeding Dashboard



Exclusive Breastfeeding Rate

Overall Exclusive Breastfeeding Rate

67.5%

Threshold

62%

Target

67%

Stretch

70%

Select the financial year that you wish to view

Financial Year

2023

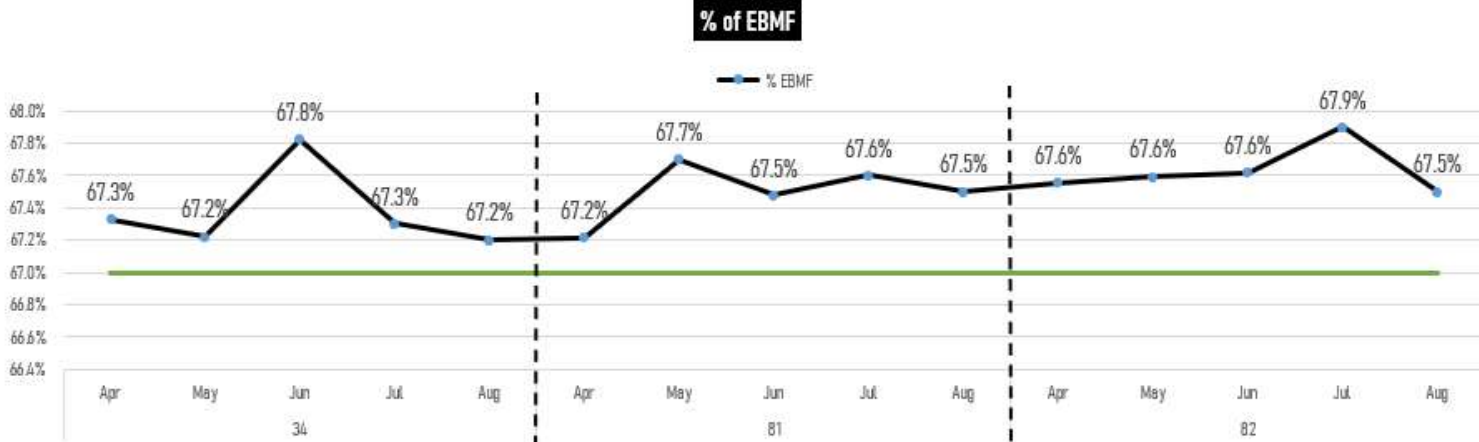
2024

Select next to view

Night Rooming-In

Antenatal Edu.

% of EBMF



Month	Ward 34	Ward 81	Ward 82
Apr	67.3%	67.5%	67.6%
May	67.2%	67.7%	67.6%
Jun	67.8%	67.5%	67.6%
Jul	67.3%	67.6%	67.9%
Aug	67.2%	67.5%	67.5%

	Overall	Ward 34	Ward 81	Ward 82
Total No. of Patients	3158	999	1102	1057
Patients EBMF	2132	673	744	715
Average by Ward	67.4%	67.5%	67.7%	

Quality Improvement Project TOUCH

- To increase the rate of successful one-hour skin-to-skin contact in the Delivery Suite and OT (2012)
- TOUCH stands for:
 - **T**o maintain skin to skin contact for one hour
 - **O**n mother's chest
 - **U**pon delivery and work
 - **C**losely towards
 - **H**ospital achieving BFHI standard

Roadblocks to STS

- Three main factors identified were:
 1. Negative attitude towards skin to skin (staff)
 2. Heavy workload
 3. Knowledge deficit in patients



Delivery Suite

- Clinical workflow revised
- Staff training was conducted with audits to ensure competence and compliance



- The rate of skin-to-skin contact increased to 73%
- The median duration of skin-to-skin contact increased to 57minutes

Skin-to-skin contact for one hour with first breastfeed

STS in OT – Workflow Redesign

To build a culture for Baby Friendly Initiative and to increase rate of longer skin-to-skin contact time to 80% for patients undergoing elective caesarean section.

- **Educate staff** on skin to skin so that they will have a clear understanding of the new workflow and will be able to educate mother
- **Reposition the ECG leads** placement away from the chest so that the baby can be placed on mother's chest while the mother is undergoing the surgery
- Use of **motorized trolley** for patient undergoing caesarean section, it provides a **wider elbow space** for both mother and baby as compared to manual trolley
- Use of **side trolley padding this will prevent baby from knocking on the side rail of the trolley.**
- **Prop mother up slightly** ensuring her comfort to facilitate skin-to-skin and to allow her to hold the baby
- Recovery bay number 9 and 10 were allocated for STS. This area gives more **privacy and provides a wider space for accompanying partner.**
- Patients' **spouse** were allowed into the **recovery area to accompany the wife.**
- **Highchairs** provided for spouse to make it more comfortable.
- **Midwife roster changed from 6-day to 5-day week.** Provide more staff coverage to facilitate this project.
- **Handover of baby** was done **at the recovery area** instead of baby and relative room.

Results

- Surgeons and anesthetists were supportive of the skin-to-skin while surgery is in progress.



- **Wider trolley**
- **Repositioning of ECG leads**

Skin-to-Skin Contact in OT after Cesarean Section

Results

- Midwives and OT nurses were supportive of the new initiative making it a success



- **Recovery bay which provides more space and privacy**
- **Chair for partner**
- **Mum propped up for comfort**
- **Trolley with higher side padding**

Skin-to-Skin after C-Section at OT Recovery Area

BFHI Certification Public Maternity Hospitals

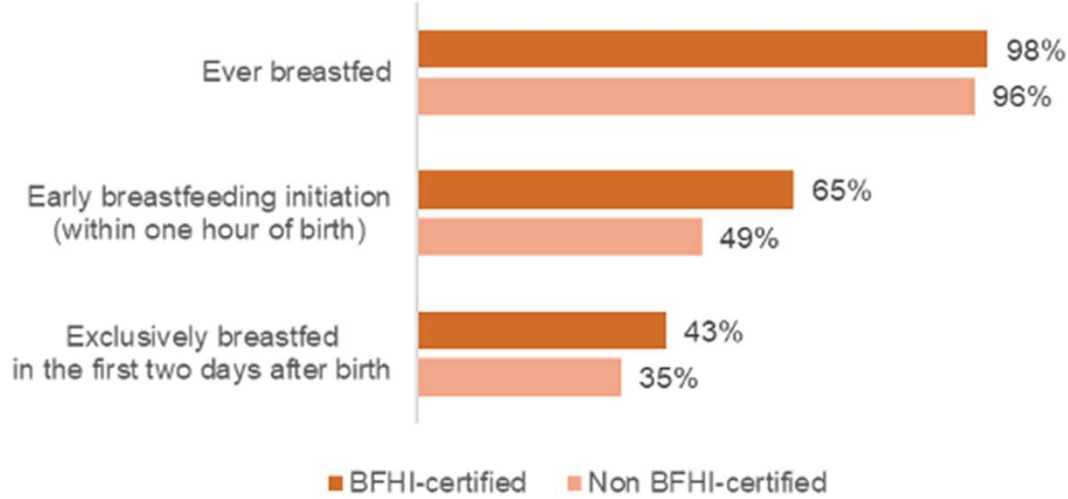
Restructured Hospitals	Accreditation	Re-accreditation	Re-accreditation
National University Hospital (NUH)	August 2013	November 2016	February 2022
Singapore General Hospital (SGH)	April 2014	April 2017	December 2021
KK Women's and Children's Hospital (KKH)	May 2014	April 2017	December 2021

National Breastfeeding and Young Child Feeding Survey 2021

- Almost all (97%) of mothers initiated breastfeeding
- 85% continued to provide breastmilk at 6 months
- Exclusive breastfeeding at 6 months 3.3%
- A lower percentage of mothers (53%) report perceived insufficient milk supply as the top reason for giving up breastfeeding
- More support needed for mothers with lower educational qualifications

National Breastfeeding and Infant Feeding Survey 2021

Figure 1: Prevalence of breastfeeding between BFHI and non BFHI-certified hospitals



Babies born in **BFHI-accredited hospitals** had better breastfeeding outcomes, as compared to babies born in non-BFHI certified hospitals.

BFHI Certification Private Hospitals

Private Hospitals	Accreditation	Re-accreditation
Raffles Hospital	October 2019	November 2022
Mount Elizabeth Novena Hospital	December 2018	Decision by Parkway Group Hospitals not to renew BFHI accreditation
Mount Elizabeth Orchard Hospital	August 2019	
Parkway East Hospital	October 2019	
Gleneagles Hospital	October 2019	
Mount Alvernia Hospital	-	-
Thomson Medical Centre	-	-

Key Challenges for Private Hospitals

- Training of nurses and doctors from private clinics
- Poor uptake of antenatal education of pregnant women despite effort to offer information upon hospital registration
- Skin-to-skin contact especially for C-section cases
- Rooming-in presented significant challenges with requests for post-birth rest and preference for nursery care

The Journey Continues: Engagement with the Private Hospitals

- ABAS continues to engage the private hospitals to discuss and address the challenges they face
- Workshops aimed at expectant parents were held in private hospitals, focusing on key areas such as gentle birth, newborn care, early childhood nutrition, and covering aspects of BFHI and postnatal well-being

WORKSHOP FOR EXPECTANT PARENTS

The 3-hour workshop is an insightful exploration into the preparation for birth, breastfeeding and postnatal wellbeing



Organised by:



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Supported by:



Public Education and Awareness- World Breastfeeding Week

WORLD BREASTFEEDING WEEK 2022



World Breastfeeding Week 2022 seeks to underscore the urgent need to protect, promote, and support the health and well-being of mothers and babies through breastfeeding.

Date
27 AUG 2022

Time
2PM TO 4PM

Venue
ZOOM



Introduction
DR. CHUA MEI CHIEN
President, ABAS
Head and Senior Consultant, Department of Neonatology
Director, KK Human Milk Bank
KK Women's and Children's Hospital (KKH)



TOPIC: Best Start for Successful Breastfeeding
DR. YANG LI YING
Consultant - O&G
Singapore General Hospital



TOPIC: Managing your Newborn in the Early Days
DR. DARRYL LIM
Consultant - Paediatrician
Kinder Clinic (Mount Alvernia)



TOPIC: Safety & Benefits of Babywearing
PAMELA LIM
Clinical Hypnotherapist, Health & Fitness Coach
Breastfeeding Counselor - Joyful Parenting



SCAN TO REGISTER



Celebrate WORLD BREASTFEEDING WEEK 2023

ENABLING BREASTFEEDING
Making a difference for working parents
WABA | WORLD BREASTFEEDING WEEK 2023

Embark on an enlightening journey with our esteemed panel of speakers as we delve into the topics of Breastfeeding for Optimal Gut and Brain Development and the Art of Balancing Work and Breastfeeding.

DR. DARRYL LIM
EXCC Member, ABAS
Consultant - Paediatrician
Kinder Clinic
(Mount Alvernia Hospital)

DR. CHUA MEI CHIEN
President, ABAS
Head and Senior Consultant,
Department of Neonatology
Director, KK Human Milk Bank
KK Women's and Children's Hospital (KKH)

DR. MYTHILI PANDI
Vice-President, ABAS
Family Physician,
The Integrative Medical Centre
Lead Trainer, Breastfeeding
Mothers' Support Group

**Venue: KKH Women's and Children's Hospital
Women's Tower - Level 1 - Training Centre**

Time: 2pm - 5pm

SATURDAY 26TH AUG 2023

FREE EXCLUSIVE EVENT *LIMITED SEATING REGISTER EARLY!

SCAN ME

Registration Link:
bit.ly/ABAS_WBW2023
REGISTER NOW >

GOODIE BAG ACTIVITIES PRIZES REFRESHMENT

Organised by:



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Celebrate WORLD BREASTFEEDING WEEK 2024

Closing the Gap
Breastfeeding Support Group

Discover insights from our esteemed speakers on Breastfeeding & the Developing Brain & Gut, Postnatal Mental Health, and The Role of Fathers in the Breastfeeding Journey.

Free Exclusive Event

DR. ABIGAIL LOH
Associate Consultant
Department of Psychological Medicine
KK Women's and Children's Hospital

DR. DARRYL LIM
Vice-President, ABAS
Consultant - Paediatrician
Kinder Clinic
Mount Alvernia Hospital

DR. XANDER ONG
CEO of Centre for Fathering

BREAK-OUT ROOMS

BALANCING WORK AND BREASTFEEDING
Join Lactation Consultant Sharon Lee for practical tips and support on balancing work and breastfeeding during your transition back to work.

POSTNATAL EXERCISE
Join Physiotherapist June Eng for tips on incorporating exercise into your day for better posture, relaxation, and increased energy.

CAR-SEAT SAFETY
Led by a team of child passenger safety experts, offering hands-on guidance and the latest car seat safety information.

**Venue: KKH Women's and Children's Hospital
Women's Tower - Level 1 - Training Centre**

SATURDAY 24TH AUGUST 2024

2 PM - 5 PM

Link: bit.ly/ABAS-WBW2024
REGISTER NOW

FREE GOODY BAG SHOPPING BAZAAR REFRESHMENT

OUR SPONSORS

Organised by:



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Healthcare Professional Education – Hospital, Polyclinic Talks and Workshops

Audience:

Doctors, nurses, medical and nursing and students

Topics Covered:

- Managing common breastfeeding challenges and complications
- Approaches to breastfeeding difficulties and safe medication use during lactation
- Breastfeeding and neonatal jaundice



Low Milk Supply-Correct Latching alogas

Good Latch

- Chin touching breast
- Lower lip turned outwards
- Areola: more visible above than below the mouth
- Mouth wide open

Effective suckling

- Slow, deep sucks and swallowing sounds
- Cheeks full and not drawn in
- Baby feeds calmly
- Baby finishes feed by himself and seems satisfied
- Mother feels no pain

Baby must be well attached AND suckle effectively for a continued adequate milk supply

KK Women's and Children's Hospital
Breastfeeding Unit

Recording You are viewing a Zoom Meeting System View Options Sign In View

Participants: 14 Q&A Polls Chat Share Screen Record Show Captions Rate Feed End

3rd SingHealth Family Medicine Symposium 28 August 2023

Development of Breastfeeding Support Professionals



- Increase in the number of certified International Board-Certified Lactation Consultants (IBCLCs)
- From fewer than 20 certified IBCLCs before the 1990s to 79 in January 2023.

**More parental leave for working parents:
What you will get and when**



	Current Up till Mar 31, 2025	New With effect from Apr 1, 2025	New With effect from Apr 1, 2026
Shared parental leave (SPL)	Mothers can share up to 4 weeks of their maternity leave with their husbands	6 weeks shared between both parents Each parent gets 3 weeks by default *	10 weeks shared between both parents Each parent gets 5 weeks by default *
Government-paid paternity leave (GPPL)	2 weeks mandatory 2 weeks voluntary, if employers are ready to offer it	4 weeks mandatory GPPL	
Government-paid maternity leave (GPML)	16 weeks (unchanged)		
Total	20 weeks	26 weeks	30 weeks

Note: There will be a 4-week minimum notice period for employees before taking any of the parental leave schemes

* Parents can change this sharing arrangement within 4 weeks after their child's birth

Infographic: Clara Ho
Source: Prime Minister's Office, Aug 18, 2024



Family Friendly Policies

- Spousal and family support for breastfeeding in the prenatal and postnatal periods strongly influence rates of breastfeeding initiation, success and duration¹.
- Family friendly policy may contribute towards breastfeeding success

1. Gianni ML, Bettinelli ME, Manfra P, *et al.* Breastfeeding difficulties and risk for early breastfeeding cessation. *Nutrients* 2019;11:2266.



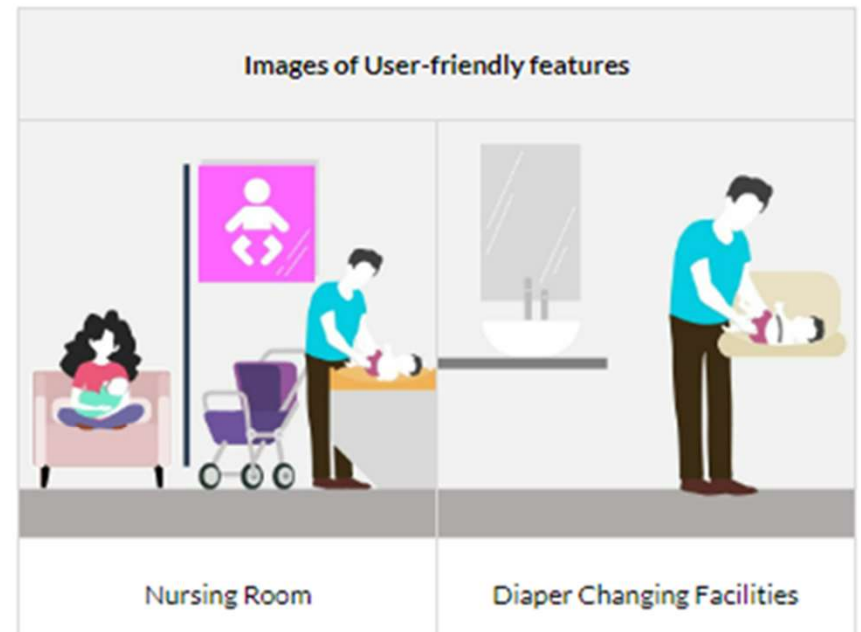
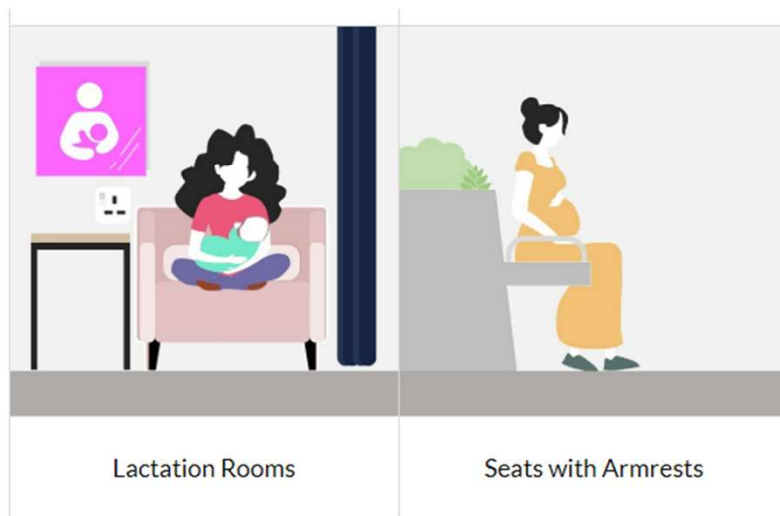
PATIENTS. AT THE HEART OF ALL WE DO.®

Universal Design index Ratings (Filtered by Provisions for Nursing or Expectant Mothers)

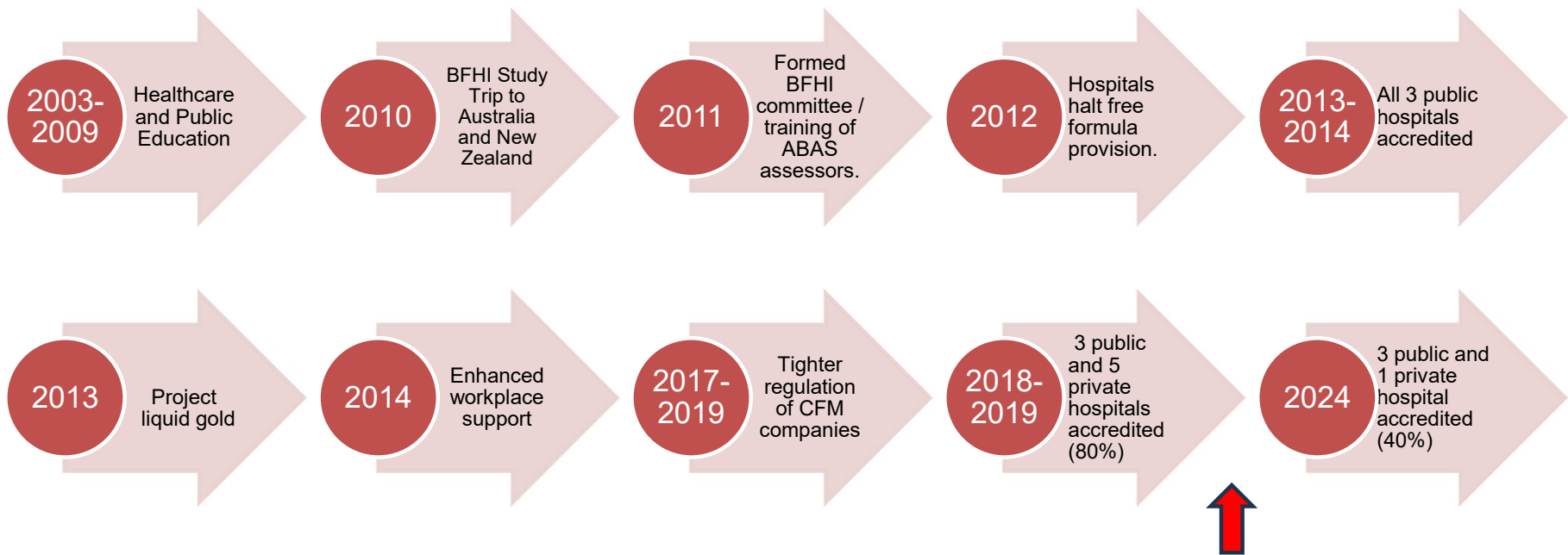
Home > Regulatory Info > Building Control > Accessibility & Universal Design
> Universal Design index Self Assessment Framework
> Universal Design index Ratings (Filtered by Provisions for Nursing or Expectant Mothers)

The following lists the UDi ratings and the user-friendly provisions for nursing and expectant mothers of recently completed projects based on Qualified Persons' declaration when the building is completed.

Some examples of the user-friendly features for nursing and expectant mothers are shown below.



BFHI Journey



COVID 19

BFHI: Whole of Society Approach



- Governmental policies and support
 - Financial support for breastfeeding and BFHI initiatives through the Health Promotion Board
 - Paid maternity and paternity leave
 - Workplace support
 - Nursing rooms in commercial spaces
- Healthcare system interdisciplinary collaboration
- Healthcare professional education
 - Preservice
 - Inservice
- Public education and awareness
- Community engagement

GIVE YOUR CHILD
A HEADSTART

BREASTFEED YOUR BABY

