



TEN STEP TUESDAY

# Step 2: Staff Education

## It's Ten Step Tuesday!

This week is the second in a series on each of the Ten Steps to Successful Breastfeeding that form the foundation of the Baby-Friendly Hospital Initiative.



## STEP 2 – Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.

- Timely and appropriate care for all mothers can only be accomplished if staff have the knowledge, skills and attitudes to carry it out.
- Training of health staff enables them to develop effective skills, give consistent messages, and implement policy standards.
- Staff cannot be expected to implement a practice or educate a patient on a topic for which they have received no training.

Sufficient knowledge, skills and attitudes to support breastfeeding are essential for the provision of safe, evidence-based, compassionate care. In addition, how information is communicated is equally important. Direct care providers and staff should engage in meaningful conversations that ENCOURAGES the patient and family members. (Because everyone loves a good acronym right?)

<b>E</b> MPATHIZE
<b>N</b> ON-JUDGMENTAL
<b>C</b> ONFIRM
<b>O</b> PEN-ENDED QUESTIONS
<b>U</b> SE COMPETENT SKILLS
<b>R</b> ESPONSIVE CARE
<b>A</b> FFIRM
<b>G</b> IVE EVIDENCE-BASED INFORMATION
<b>E</b> MPOWER
<b>S</b> UPPORT

- E – Empathize while listening and engaging in the conversation.*
- N – Be Non-judgmental by respecting each individual's experiences with breastfeeding, current infant feeding goals, and/or cultural and social considerations.*
- C – Confirm you understand the specific circumstances, issues and/or concerns.*
- O – Ask Open-ended questions to evaluate each person's understanding of breastfeeding, infant formula feeding and/or specific maternity care practices applicable to the conversation. For example, "What have you heard about breastfeeding?" "What do you know about infant formula?"*
- U – Use competent skills to assess any potential or current concerns or challenges.*
- R – Responsive care that provides anticipatory guidance [including suitable options] and/or addresses the specific concerns and circumstances.*
- A – Affirm successes and the desire to do what is right for the baby.*
- G – Give evidenced based, scientific, unbiased, and factual information in a sensitive manner that emphasizes the protections provided by breastfeeding/maternity care practices to enable an informed decision.*
- E – Empower each individual to make the decision that is right for her/his circumstances.*
- S – Support informed decisions by providing an individualized plan that encourages a mother to have a safe, responsive, caring, and nurturing relationship with her baby.*

References: Above text from the 6th Edition of the BFUSA Guidelines & Evaluation Criteria. Baby-Friendly-GEC-Final.pdf (babyfriendlyusa.org)

For more information contact

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