



Baby Friendly Initiative (BFI) level 2 staff

You are a Hertfordshire Family Centre Baby Friendly Initiative (BFI) level 2 member of staff and therefore an ambassador for promoting Unicef UK Baby Friendly Initiative standards



A level 2 trained member of staff will not have any specific responsibility for supporting breastfeeding but will be expected to answer questions and understand:

- the infant feeding policy
- where to signpost mothers for additional help
- how to deal with a sales representative from a formula milk company
- the importance of breastfeeding
- supporting parents to build a close and loving relationship with their baby
- supporting safe, responsive bottle feeding and the appropriate introduction of solid foods.



A level 2 member of staff will have completed the half day BFI training.

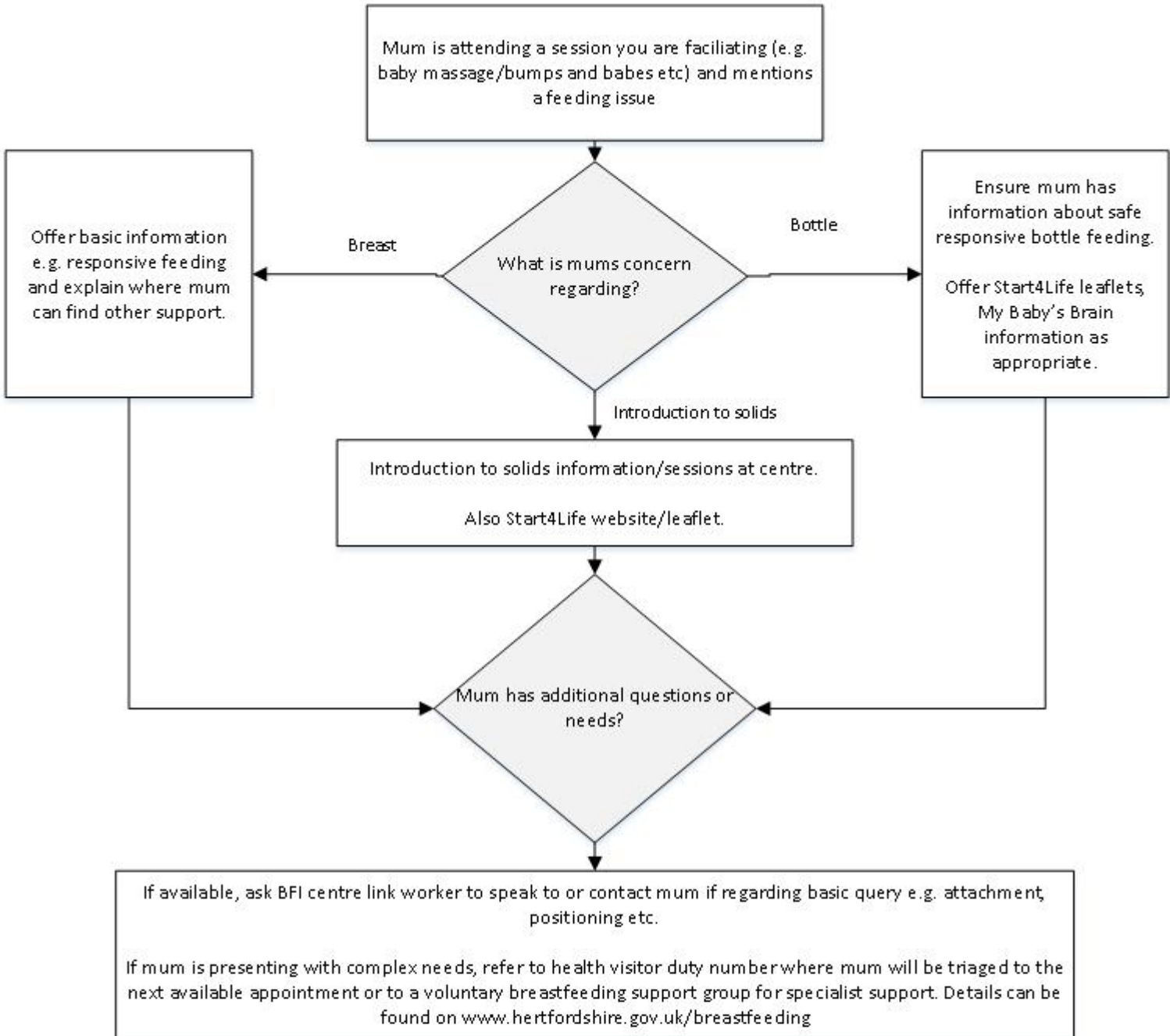
In order to fulfil this role, you will be asked to read and adhere to:

- the [International Code of Marketing of Breastmilk Substitutes, including the rationale for the Code and implementation within your service](#)

The [Baby Friendly Initiative standards](#) can be found here.



Unicef BF Level two referral pathway
(half day training and works directly with families but not specifically breast feeding groups)



Remember

if a baby is under 10 days old and requires additional support then the baby is still under the midwifery service. Mum should be referred to either midwifery or a voluntary group which offers specialist breastfeeding support.

Maternity reception, Lister Hospital 01438 284533

Community Midwifery, Watford Hospital 01923 217361 (Mon – Fri 8am – 6pm)

Specialist voluntary groups can be found on www.hertfordshire.gov.uk/breastfeeding

Health visitors may still be able to assist.

National Breastfeeding Helpline **0300 100 0212 (open 9.30am – 9.30pm 7 days a week)**

www.nationalbreastfeedinghelpline.org.uk