



Baby Friendly Initiative (BFI) level 3 staff

You are a Hertfordshire Family Centre Baby Friendly Initiative (BFI) level 3 member of staff and therefore an ambassador for promoting Unicef UK Baby Friendly Initiative standards

A level 3 trained member of staff will be involved in supporting breastfeeding mother and 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
- basic breastfeeding knowledge and skills
- problem solving and signposting.

A level 3 member of staff will have completed the two day BFI training and completed a practical skills review with the health visitor key worker following the 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 three referral pathway
(completed two day Unicef training. Worker is a link worker and/or supports breastfeeding mums)

Mum is referred to you or has come to a breastfeeding support group you help facilitate

Is mum generally coping/OK?

As appropriate, information on positioning and attachment, responsive feeding, expressing milk etc. depending on support needed and workers experience.

Give information as appropriate and/or signpost to local groups and information as appropriate.
www.hertfordshire.gov.uk/breastfeeding

Parent is concerned about tongue tie/is presenting with complex needs e.g. mastitis, thrush etc.

Follow up with mum to check how things are progressing following signposting.
Note any input in the Red Health Book and complete a feeding plan.

Refer to specialist health visitor appointment clinics by contacting the health visitor duty number, the mother will be triaged to the next available appointment or you can refer to a voluntary breastfeeding support group for specialist support. Details can be found on www.hertfordshire.gov.uk/breastfeeding

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