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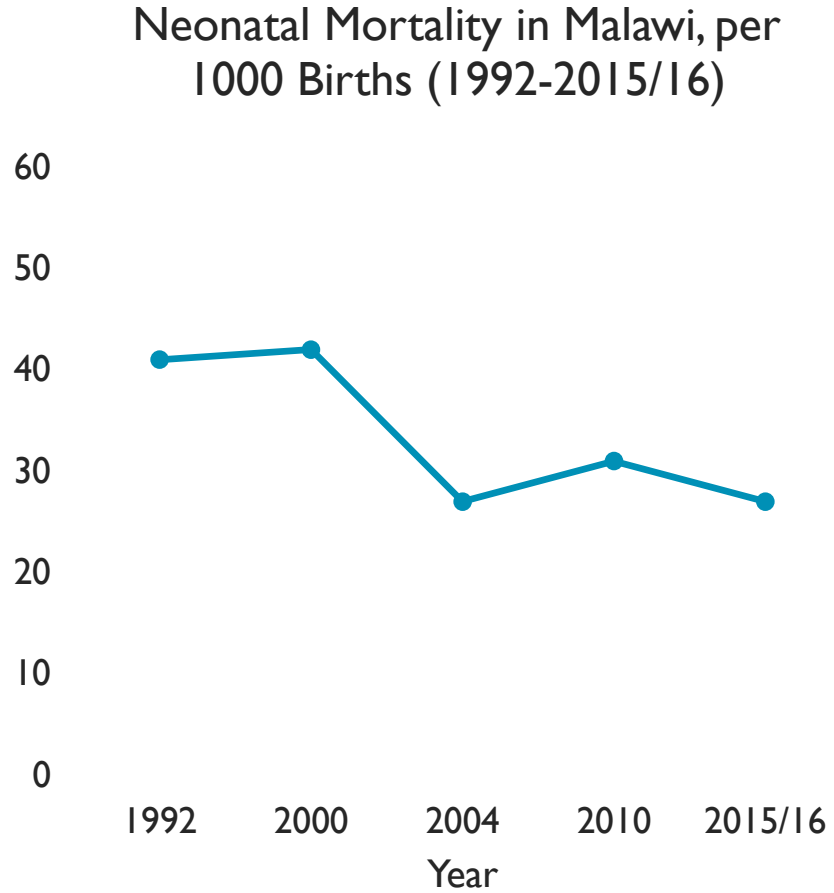
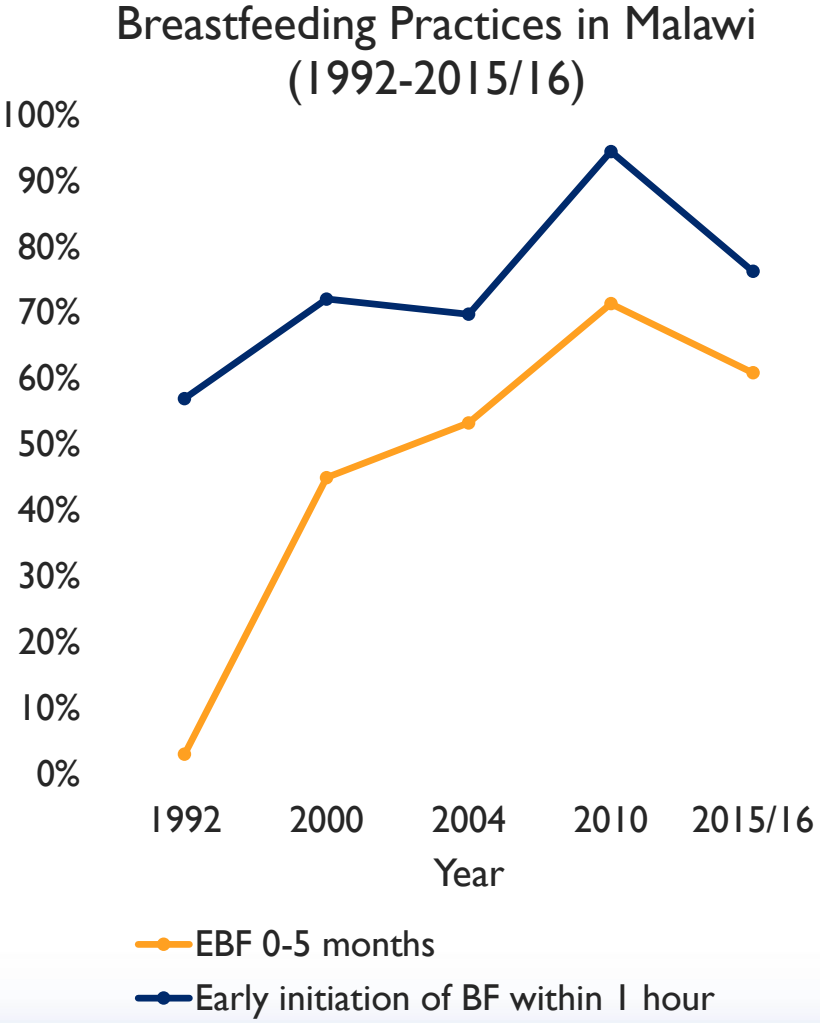
A Phased Approach to Scaling Up the Baby-Friendly Hospital Initiative (BFHI) in Malawi

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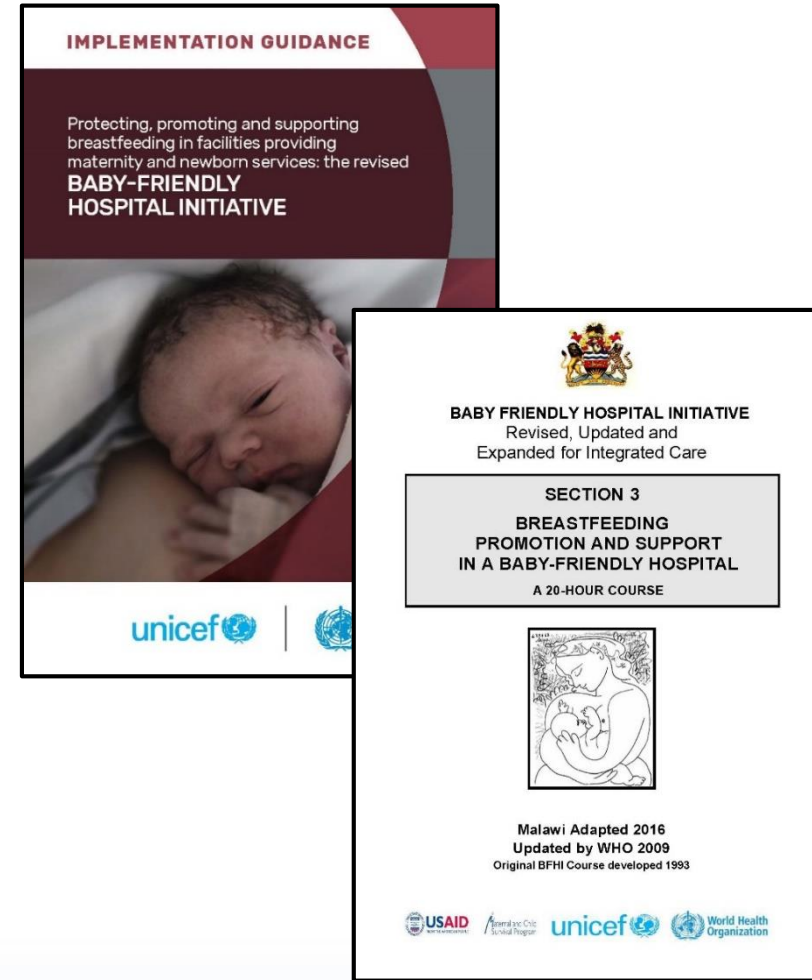
February 12, 2019

While breastfeeding rates have fluctuated, neonatal mortality declined



BFHI is Critical to Facility-Based Breastfeeding

- Strong evidence that BFHI improves breastfeeding practices through improving breastfeeding counseling and support
- Revised WHO/UNICEF BFHI guidance released in 2018
- Malawi Ministry of Health (MOH) prioritized BFHI based on past success



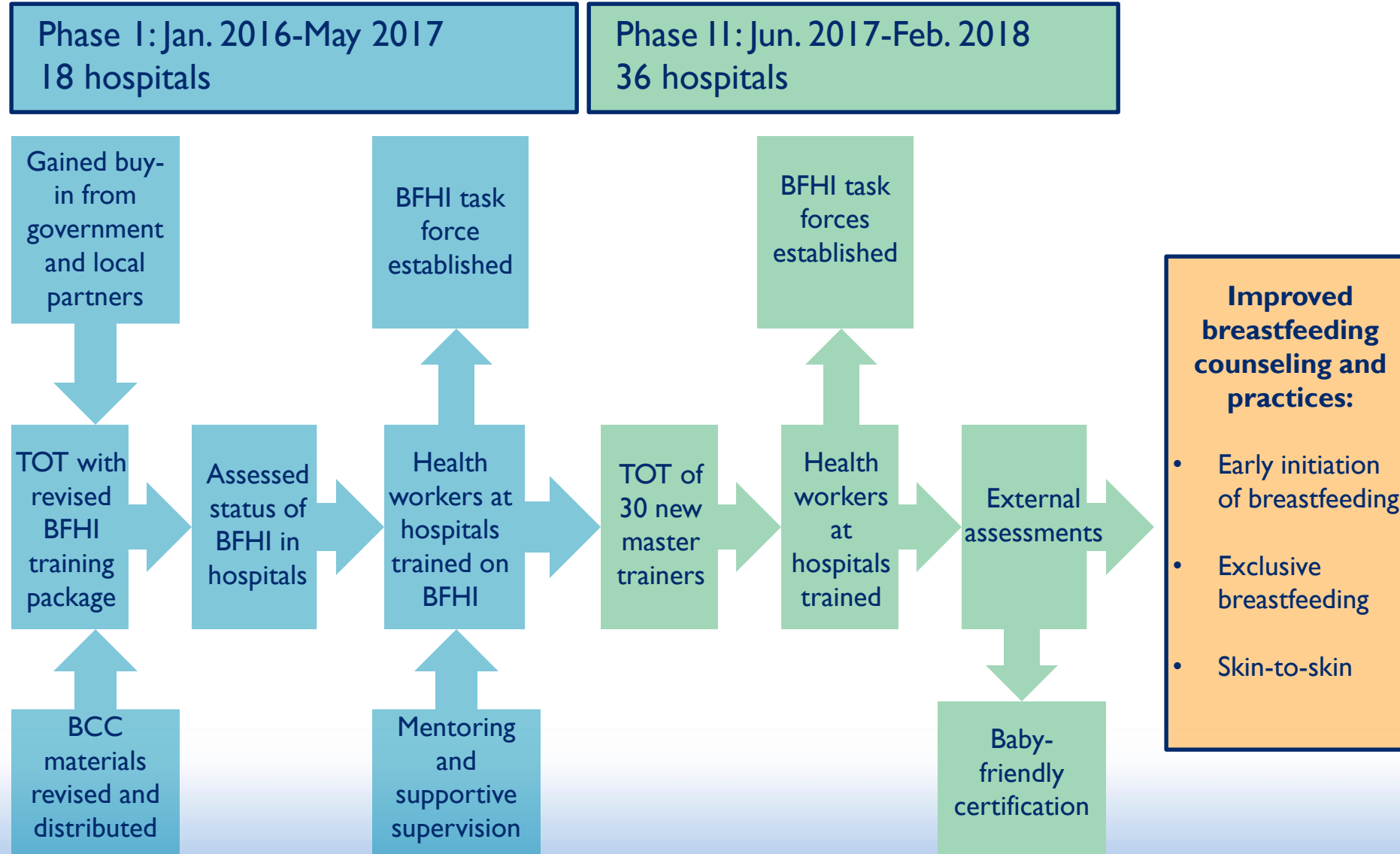
Objectives of Malawi Case Study

- Discuss the phased approach to BFHI scale-up
- Describe successes, challenges, and lessons learned from phased scale-up of BFHI
- Describe next steps and the future of BFHI in Malawi

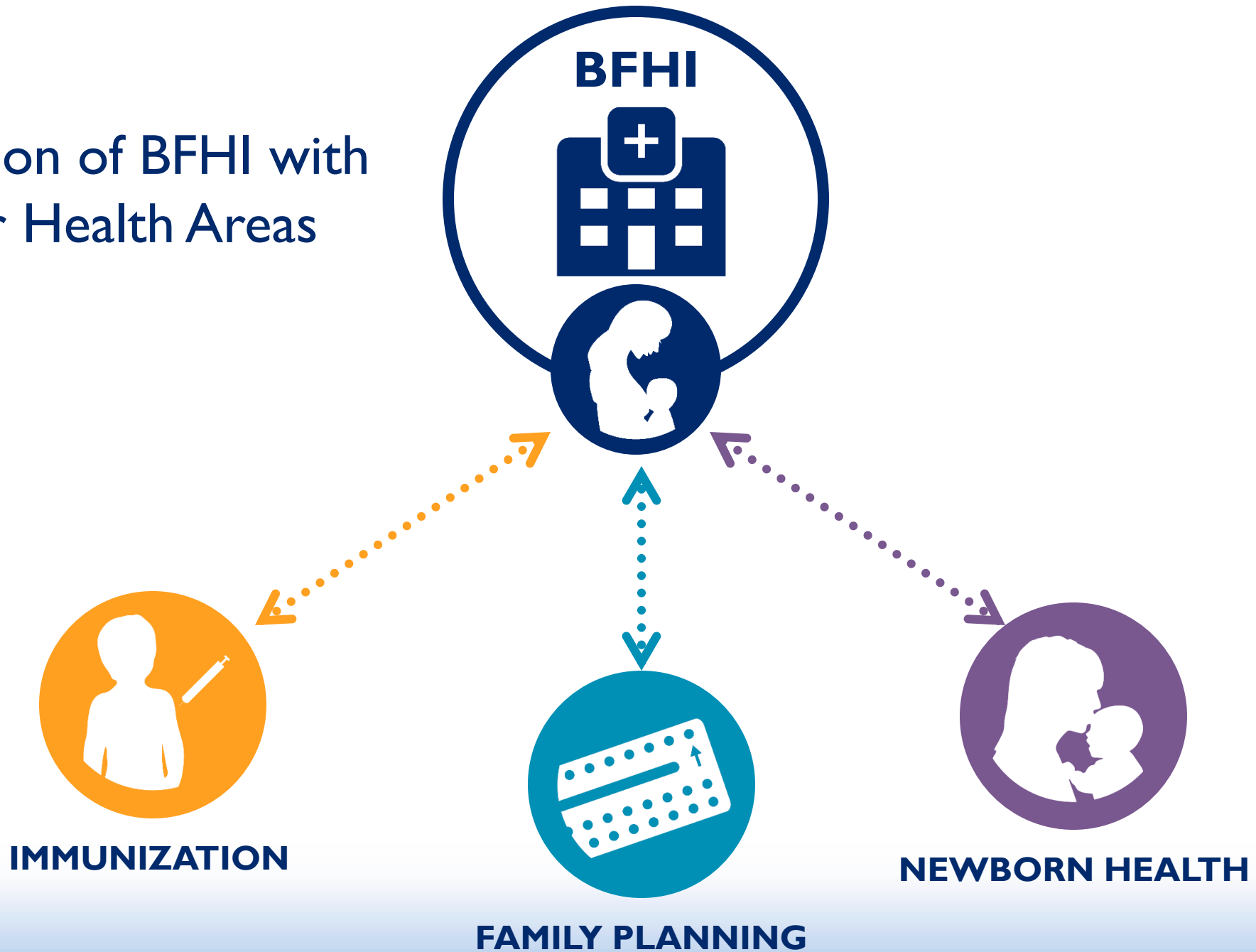
Key Approaches for Phased BFHI Scale-Up

- National level
 - Updated national BFHI training package
 - Leveraged the pool of BFHI master trainers
- Subnational level: Phased approach
 - Revitalization Phase: Rapid facility assessments and BFHI trainings conducted at 18 facilities
 - Scale-up Phase: Scaled up to 54 total facilities in all 28 districts
- Task shifting
- Established BFHI Task Forces to monitor progress
- Mentoring and supportive supervision tailored to needs

Process of BFHI Phased Scale-Up

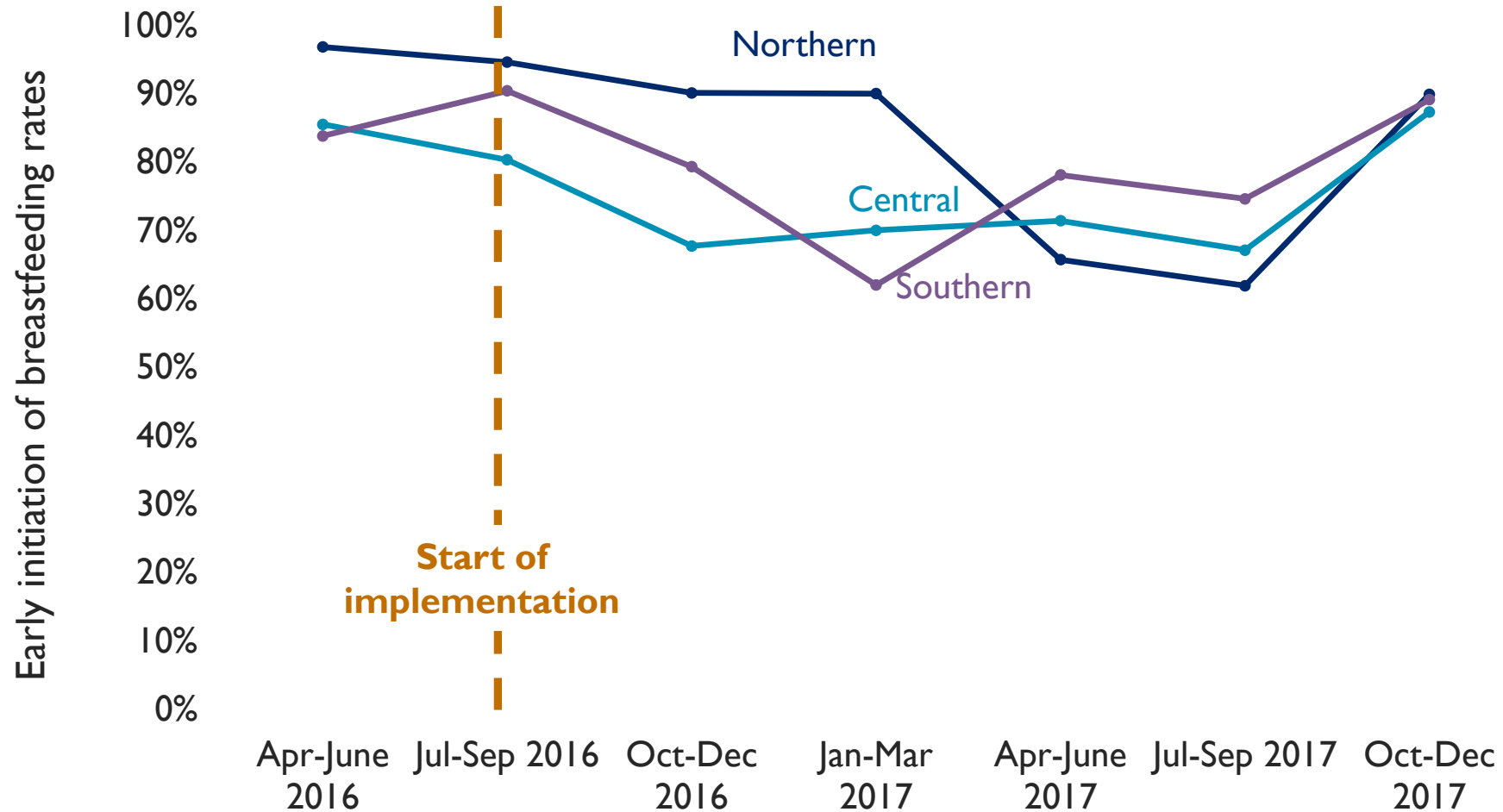


Integration of BFHI with Other Health Areas



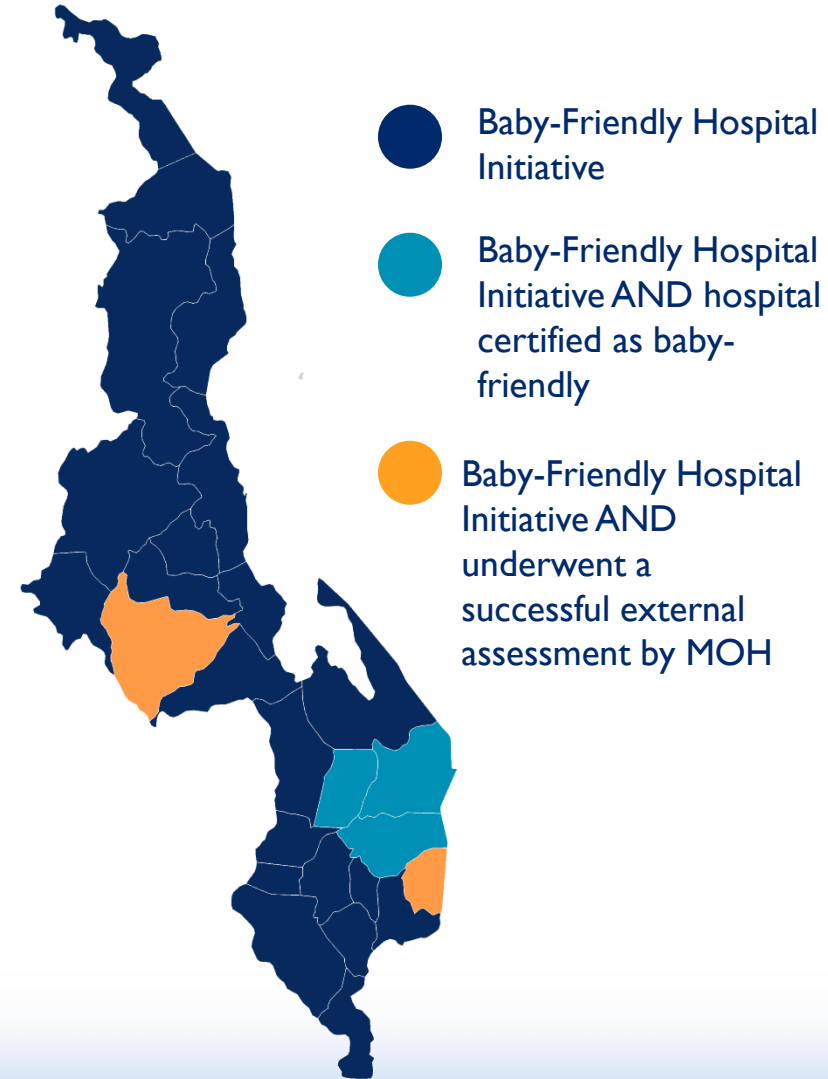
Achievements: Early Initiation of Breastfeeding < 1 Hour of Birth, Pre/Post BFHI Roll-out

Malawi Early Initiation of Breastfeeding Rates, by Region



Achievements: BFHI Scale-Up

- Scaled to **54** health facilities across all 28 districts
- **3** hospitals certified 'Baby-Friendly'
- Over **80,000** women counseled on EBF
- Built local capacity:
 - 55 master trainers
 - 118 District Health Management Team members
 - 1,940 facility staff
 - 1,408 community volunteers
 - 350 Area Development Committee members



Key Challenges in BFHI Implementation

- Inadequate **pre-service training** curricula on BF
- Understaffed and **overburdened facilities**
- **Monitoring and evaluation** - EBF not routinely tracked in the health system
- **Data quality** management
- Strengthening **linkages** from facility to community
- Maintaining **Baby-Friendly designation**

Reflections on Sustaining BFHI at Scale in Malawi

- **Integrate** BFHI into the National Multi-Sector Nutrition Strategy, clinical protocols, and in- and pre-service training curricula
- **Improve data quality** and **routinely monitor** EBF indicators
- Routine facility-based **supportive supervision** for BFHI
- Incentivizing adherence to the **Ten Steps**
- Increased **domestic resources** for BFHI
- Improve **linkages** to the community



Thank you!

For more information, please visit
www.mcspprogram.org

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