



Guidance and recommendations around the care of babies at night

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In this presentation I will consider :

- Previous bedsharing advice and the impact on the Baby Friendly standards
- How research changed the picture
- Impact on local and national practices
- Outcomes for babies and their parents

Community midwife – a typical visit

- Mum exhausted and desperate for sleep
- Baby feeding frequently
- Mum told not to bedshare... or nothing at all
- But how to cope?



General opinion

Warning to parents after
'happy' baby girl dies in
bed between parents

Baby died after
parents 'rolled
on to him' while
asleep

Baby died sleeping
between parents who
woke up to find him 'blue'

Sudden death of a
three-month old
infant while co-
sleeping on a sofa



Two-month old died 'in
the context of co-sleeping
arrangements' with
parents, inquest told



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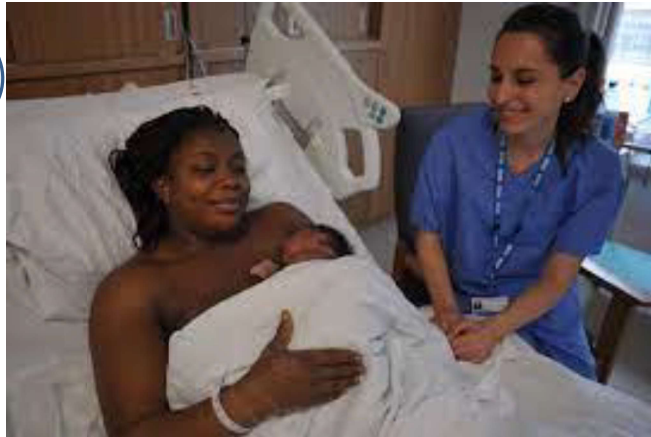
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And what about health professionals?

Well it's ok for mum to have skin-to-skin but not to have baby in bed

Our policy doesn't allow it

That baby died a few years ago when a mum was bedsharing



I tell mums not to sleep with their baby in their bed if they're planning on going to sleep

I tell them we don't allow it

Well it's okay to breastfeed in bed but not to go to sleep

I'm not really sure what to tell mums about sleeping with their baby

The result...



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Ten steps to successful breastfeeding

- | | |
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| <ol style="list-style-type: none"> 1. Have a written breastfeeding policy that is routinely communicated to all health care staff 2. Train all health care staff in skills necessary to implement this policy 3. Inform all pregnant women about the benefits and management of breastfeeding 4. Help mothers initiate breastfeeding within a half-hour of birth 5. Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants | <ol style="list-style-type: none"> 6. Give new born infants no food or drink other than breast milk unless medically indicated 7. Practice rooming-in - allow mothers and infants to remain together - 24 hours a day 8. Encourage breastfeeding on demand 9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants 10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic |
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Source: WHO and UNICEF, 2010

A breath of fresh air

- Research presented by UNICEF UK Baby Friendly Initiative in Pride Park Stadium, Derby in 1998
- ISIS / Basis website created in 2011 and launched in 2012
- At last we had accessible research evidence regarding infant sleep



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And meanwhile back in Bradford...

- Significant deprivation
- 'Born in Bradford'
- 49% of population of South Asian origin
 - Cultural bedsharing
 - Higher breastfeeding rates
 - Lower incidence of SIDS



Ball, H.L., Moya, E., Fairley, L., Westman, J., Oddie, S. & Wright, J. (2012)

The perfect partnership

- Basis makes the research accessible
- Provides research summaries
- Shows health professionals how to interpret research findings and...
- Baby Friendly helped to put this into practice on a national scale



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The Baby Friendly review

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Outcomes for parents and professionals



unicef.uk/saferleeping



“New mothers and families need clear, consistent information on safer sleep. The Baby Friendly Initiative is very pleased to support these resources and work with health professionals to effectively convey these messages to families.”

Sue Ashmore, Programme Director, UNICEF UK Baby Friendly Initiative



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