

**FOR IMMEDIATE RELEASE**

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**NUH Is Singapore's First BFHI-Certified Hospital**

More than 50 mothers, together with their babies and families, will gather at National University Hospital (NUH) on Sept 7 to celebrate World Breastfeeding Week.

This year's event will mark a double celebration as NUH was recently accredited as the first Baby-Friendly Hospital in Singapore on 1 Aug 2013.

The Baby Friendly Hospital Initiative (BFHI) is an evidence-based approach to breastfeeding promotion, first developed by the World Health Organisation and United Nations Children's Fund in 1991, and introduced to Singapore by the Health Promotion Board in 2012. This initiative prepares hospitals around the world to create conducive environments for mothers to establish successful and exclusive breastfeeding after childbirth.

"Breastfeeding may be a natural part of motherhood, but may not be easy for some mothers. Mothers who deliver at NUH will be in an environment where breastfeeding is regarded as a "normal practice" after childbirth. Achieving accreditation is testimony to the teamwork between healthcare professionals and the family, as all of us desire the same goal", says Dr Yvonne Ng, Chairperson of the NUH BFHI Steering Committee and Consultant at the Department of Neonatology.

Since implementing the BFHI guidelines six years ago, more babies born in NUH have been exclusively feeding on their mother's milk from birth to discharge. Thus, exclusive breastfeeding rates are now about 75 - 85%, compared to the national figures of 50.3% in the 2011 National Breastfeeding Survey by the Health Promotion Board.<sup>1</sup>

"We will continue to do our utmost to support all mothers to exclusively breastfeed their newborns for six months and to continue breastfeeding for two years, for the mothers and babies' health and well-being", says Dr Ng.

Highlights of NUH's Breastfeeding Week event this year, organised by the NUH Women's Centre, will include educational talks to equip mothers on how to adjust to the changes that come with having a new baby. Invited speakers will share tips on how to sooth a fussy baby, cope with breastfeeding while working and to discuss the benefits of breastfeeding an infant for up to two years and beyond.

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**About the National University Hospital**

The NUH is a tertiary hospital and major referral centre for a comprehensive range of medical, surgical and dental specialties including Cardiology, Gastroenterology and Hepatology, Obstetrics and Gynaecology, Oncology, Ophthalmology, Paediatrics, Orthopaedic Surgery and



Hand and Reconstructive Microsurgery. The Hospital also provides organ transplant programmes for adults (in kidney, liver and pancreas) and is the only public hospital in Singapore to offer a paediatric kidney and liver transplant programme.

Staffed by a team of healthcare professionals who rank among the best in the field, the NUH offers quality patient care by embracing innovations and advances in medical treatment.

In 2004, the NUH became the first Singapore hospital to receive the Joint Commission International (JCI) accreditation, an international stamp for excellent clinical practices in patient care and safety. Today, patient safety and good clinical outcomes remain the focus of the hospital as it continues to play a key role in the training of doctors, nurses and allied health professionals, and in translational research which paves the way for new cures and treatment, offering patients hope and a new lease of life.

A member of the National University Health System, it is the principal teaching hospital of the NUS Yong Loo Lin School of Medicine and the NUS Faculty of Dentistry.

For more information, please visit [www.nuh.com.sg](http://www.nuh.com.sg)

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<sup>i</sup> National Breastfeeding Survey 2011, Health Promotion Board, P12.