

Annual Report 2008



Foundation for the Promotion of Breastfeeding



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Foreword

The year 2008 was marked by the announcement of a new national health policy. The Swiss Federal Office of Public Health (SFOPH) released a Consultation Paper on the Federal Act on Disease Prevention and Health Promotion in June 2008. Its key point is the setting of national goals to be collectively adopted by the Federal Authorities, the cantons and by private individuals. It also proposes the adoption of a strategy on the part of the Federal Council, and comprehensive public health reporting. The purpose of this Act is to create the professional structures at national level which are essential for the improvement and coordination of all measures pertaining to disease prevention and health promotion.

The Swiss Foundation for the Promotion of Breastfeeding welcomed the opportunity to respond to the Consultation Paper. In doing so, attention was drawn to the importance of workplace enhancement, amongst other issues. In our view, the Draft Bill in its present form places too much emphasis on measures intended to influence individual behaviour.

The Foundation joined the “Gesunde Schweiz” (“Healthy Switzerland”) Alliance in the summer, which consists of 44 organisations working within the field of health promotion. The Alliance is committed to the consolidation of Disease Prevention

and Health Promotion in Switzerland, and to the development of a Prevention Act at federal level.

The political activities of the Foundation are to assume a greater role, as announced in the new Work Schedule for 2009–2012 approved by the Board of Trustees at the end of 2008.

Though it is largely still in its infancy, we are making every effort to ensure that the Foundation for the Promotion of Breastfeeding continues to flourish over the course of the next few years.

Ursula Zybach, Chairperson

1. Background

The Purpose of the Foundation

The Swiss Foundation for the Promotion of Breastfeeding was founded on 10 July, 2000. The Foundation aims to promote breastfeeding in Switzerland chiefly by providing the population with information which is free from company or product bias, and also by supporting specific non-commercial projects. As an important aspect of the promotion of public health, breastfeeding promotion also aims to get socially disadvantaged children off to a good start in life (Charter: Statutes, Article 2 Purpose; 10 July, 2000). The Foundation continues the activities which the UNICEF Working Group for the Promotion of Breastfeeding has carried out since 1992, and reinforces them through interdisciplinary collaboration.

Framework

Through the creation of the Foundation, the goal set by the Innocenti Declaration (August 1990) to introduce a national commission for the promotion of breastfeeding and to appoint a national breastfeeding coordinator was attained. This recommendation was included in the Swiss Nutrition Policy.

In addition to this, as part of its policy "Health for all in the 21st Century", WHO Europe states the importance of breastfeeding in its third goal, "A Healthy Start in Life".



The Promotion of Breastfeeding as an Aspect of Medium and Long-term Health Promotion

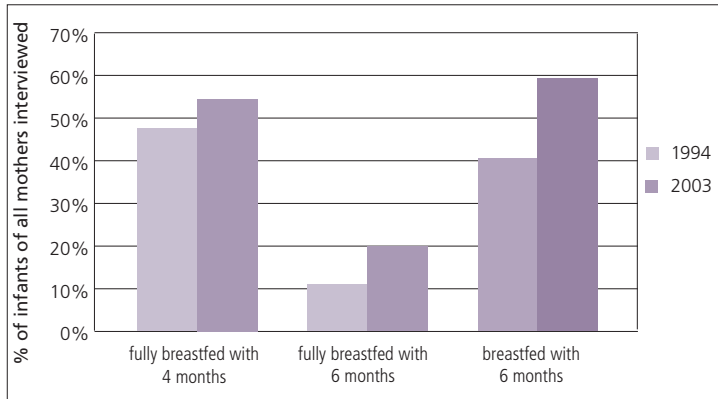
The promotion of breastfeeding is an indispensable aspect of medium and long-term health promotion. The health benefits of breastfeeding for both mother and child are undisputed. Breastmilk provides the best nutrition for the infant and constitutes a healthier start in life:

- Breastfeeding strengthens the bond between mother and child, and provides a source of comfort, closeness and warmth for the infant.
- As the composition and quantity of breastmilk is always ideal, breastfeeding has a positive effect on growth and helps to ensure that the child thrives.
- Breastfeeding has a positive effect on the development of the immune system.
- Breastfeeding promotes optimum development of the mouth and facial muscles and jawbones.
- Breastfeeding reduces the risk of allergies and obesity in childhood.
- Breastfeeding reduces the risk of high blood pressure, cardiovascular disease and cancer in later life.

- Breastfeeding has a positive effect on the retraction of the uterus and reduces the risk of postpartum haemorrhage.
- Breastfeeding makes it easier for the mother to return to her pre-pregnancy weight.
- Breastfeeding reduces the mother's risk of developing breast cancer.



- Breastfeeding is inexpensive and reduces healthcare costs in the long term.
- Breastmilk is available at all times in all places.
- Breastfeeding does not require the use of non-environmentally friendly materials.



Percentage of infants who were fully breastfed or breastfed with 4 and 6 months in the years 1994 and 2003

Frequency and Duration of Breastfeeding in Switzerland

Two studies investigating breastfeeding rates in Switzerland were carried out in 1994 and 2003. The findings showed that breastfeeding rates rose significantly during this period, and applied to both fully breastfed infants and breastfed infants who were already receiving complementary foods.

The 2003 studies further demonstrated that infants born in maternity facilities which have been awarded the UNICEF certificate by the Foundation and which strictly adhere to the standards of the Baby-Friendly Hospital Initiative are breastfed significantly longer.

The figures shown in these studies fall far short of both the World Health Organisation (WHO) recommendations and those of the SFOPH, according to which every infant is to be exclusively breastfed during the first six months of life. Thereafter, all infants should receive safe and appropriate complementary foods in conjunction with continued breastfeeding up to and beyond the age of two years.

¹ Conzelmann C. (1995). Stillhäufigkeit und Stilldauer in der Schweiz 1994. (Frequency and duration of breastfeeding in Switzerland 1994). Basel: Institute for Social and Preventive Medicine at the University of Basel.

² Sonja Merten, Julia Dratva, Ursula Ackermann-Lieblich. Säuglingsernährung in den ersten neun Lebensmonaten – nationale Studie 2003. (Swiss study on Infant Nutrition during the first Nine Months of Life, 2003). From: Eichholzer M., Camenzind-Frey E., Matzke A., Amadó R., Ballmer PE., et al. (eds). Fifth Swiss Nutrition Report. Berne: Swiss Federal Office of Public Health 2005; pp. 109–124.

2. Priorities in 2008

On the basis of the medium-term objectives for the period until 2008 an annual plan containing appropriate activities was elaborated. During the current reporting period the following key objectives were attained:

UNICEF Baby-Friendly Hospital Initiative

The promotion of breastfeeding during the first days after delivery is a crucial step in ensuring that a baby will be successfully and exclusively breastfed over a period of several months.

In 1992, the World Health Organisation (WHO) and the United Nations Children's Fund (UNICEF) started a campaign for the promotion of breastfeeding. This campaign was launched under the name "Baby Friendly Hospital Initiative" (BFHI) in industrialised and developing countries alike. As part of the initiative, the "Ten Steps to Successful Breastfeeding" were elaborated as breastfeeding guidelines. These guidelines form the basis upon which a hospital may qualify for designation by UNICEF as a "Baby-Friendly Hospital". UNICEF Switzerland began implementing the initiative in Switzerland in 1993.

On behalf of the Swiss Committee for UNICEF (UNICEF Switzerland), the Swiss Foundation for the Promotion of Breastfeeding is in charge of planning and implementing the quality assurance for UNICEF BFHI certifications.

This quality assurance process includes the following phases:

- Implementation and monitoring of the "Ten Steps to Successful Breastfeeding" developed by WHO and UNICEF as a prerequisite for receiving BFH certification, based on scrutiny of the institution's self-assessment and analysis of statistical data on newborn babies
- On-site evaluation by BFHI experts (reviewing of records, interviews with health professionals and mothers, observations, analysis of breastfeeding statistics) and the drawing up of an evaluation report for the UNICEF Evaluation
- Decision by the UNICEF Evaluation Commission on whether the hospital merits certification as "Baby-Friendly"
- Awarding the UNICEF certification "Baby-Friendly Hospital"
- Keeping breastfeeding statistics up to date, gathering data on all infants born in each certified hospital
- Reassessment after 4 to 6 years

Assessment and Reassessment 2008

By the end of 2008 60 hospitals and 2 birthing centres had been awarded certification, a figure representing 51% of all hospitals and 13% of all birthing centres in Switzerland. A total of 47,128 infants were born in these baby-friendly maternity facilities. This figure represents 60% of all infants born in Switzerland.

During this reporting period 3 assessments and 10 reassessments were carried out in maternity facilities:

Assessments

Ospedale regionale di Beata Vergine, Mendrisio
Spital Bülach
Spital Walenstadt

Reassessments

Bezirksspital Riggisberg
Kantonsspital Baden AG
Kantonsspital Heiden
Kantonsspital Münsterlingen
Maternité Triemli, Zürich
Ospedale regionale La Carità, Locarno
Privatklinik Obach, Solothurn
Salem Spital, Bern
Spital Uster
Villa im Park, Rothrist

We would like to take this opportunity to offer our further congratulations to these hospitals! Herisau Hospital refused reassessment. The hospital's UNICEF designation as "Baby-Friend-

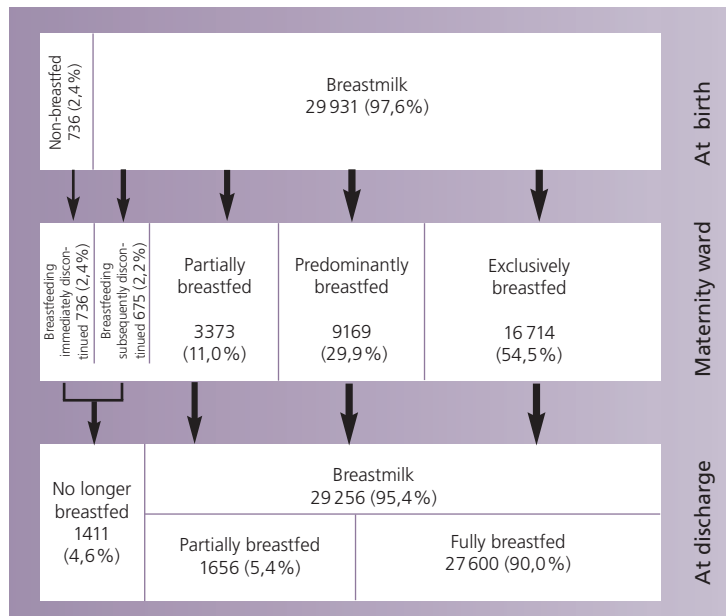
ly" was therefore withdrawn by the Evaluation Commission at the end of June 2008.

UNICEF Evaluation Commission

An Evaluation Commission appointed by UNICEF Switzerland makes the final decision on the awarding of the UNICEF designation "Baby-Friendly Hospital" within the framework of the Baby-Friendly Hospital Initiative, following successful in situ assessment or reassessment. The Evaluation Commission (cf. p.29) met three times during the reporting period. In addition, UNICEF Switzerland has drafted and approved a set of assessment criteria for the Evaluation Commission which came into force on 1st July, 2008. The document also limits the maximum term of office for members of the UNICEF Evaluation Commission to eight years, as a result of which various members will be replaced in 2009.

Monitoring of Breastfeeding Practices

Hospitals which receive UNICEF certification are required to compile statistical data on the nutrition of infants born on their premises. These data are gathered to ensure continuous quality assurance monitoring. The Institute for Social and Preventive Medicine at the University of Basel (ISPM Basel) gathers and



Nutrition of healthy full-term infants in maternity wards 2007 (n = 30 667)

analyses these data, and summarises them in a monitoring report. The nationwide results give very good insight into the situation at baby-friendly maternity facilities in Switzerland and provide a basis for comparison (benchmarking).

Data compiled for the year 2007 on the nutrition of healthy full-term infants born in the maternity departments of BFHI-certified hospitals and of those seeking certification were published in autumn 2008. The results may be seen in the figure beside.

Code for Monitoring the Marketing of Infant Formula

In 1981 the World Health Organisation (WHO) adopted the “International Code of Marketing of Breast-Milk Substitutes”. In particular the WHO Code recommends that its member states adopt appropriate measures in order to fulfil the following aims (Article 1):

- To ensure the provision of safe and adequate nutrition for infants.
- The protection and promotion of breastfeeding.
- To ensure the proper use of breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.

For this purpose Swiss producers of infant formula signed the voluntary national "Producers' Code of Marketing of Infant Formula" as early as January 1982, in collaboration with the SFOPH, the Swiss Association for Paediatrics and the FMH Swiss Medical Association. In 1994 a revised version of the Code was adopted.

The revised version of Article 11a of the Federal Law on Foodstuffs and Commodities came into effect on April 1st 2008. Many of the regulations contained within this legislation were hitherto stipulated by the Producers' Code of Marketing of Infant Formula, and compliance was continuously monitored by the Codex Panel. As a result of the new legislation, charges may be filed with the respective Cantonal Chemist in cases of non-compliance.

The Codex Panel (cf. p. 15 and 26) met twice during the reporting period. Despite the fundamental legal change the Codex Panel opted to continue to operate, with the aim of resolving complaints through dialogue before resorting to legal action. The approach adopted by the Codex Panel is unique and efficient. The Producers' Code of Marketing of Infant Formula is to be revised in 2009 on the basis of the new legal framework, and may also set stricter conditions than those prescribed by the law.

Public Relations

Papers were presented at the cantonal Networking Conference held by Health Promotion Switzerland in April 2008, as well as at the launch of La Leche League Switzerland's book "Stillen, Job und Family" (Breastfeeding, Job and Family) at the Family Trade Fair "Famexpo" in May 2008 and at the Standing Conference of Presidents of the Swiss Federation of Midwives in June 2008.

The Foundation was represented by a stall at the national Midwifery Congress in May 2008, which afforded the opportunity for the distribution of the latest edition of the new brochure "Stillen – ein gesunder Start ins Leben" ("Breastfeeding – A Healthy Start to Life") to all interested parties.

A delegation of the Foundation participated in the conference of VELB (European association for the International Board Certified Lactation Consultants IBCLC), which took place in October in Vienna.



Stillen ist Gold wert – ein Gewinn für alle

Weltstillwoche 22. – 29. September 2008

In Zusammenarbeit mit: Berufsverband Schweizerischer Stillberaterinnen ISBLS /
syndicat suisse / La Leche League Schweiz / Schweizerischer Verband der
Mütterberaterinnen / Schweizerischer Hebammenverband / Forum Präintrapartale FFP



Schweizerische Stiftung zur Förderung des Stillens
www.stiftungstillen.ch

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Promotion Santé Suisse
Promozione Salute Svizzera

World Breastfeeding Week 2008

“Going for the Gold. Everyone Wins!”

This slogan drew the attention of the general public once again to the importance of breastfeeding for both mother and child during World Breastfeeding Week. In an information tent set up first in Basel and subsequently in Zug, St. Gallen and Lugano, breastfeeding counsellors, lactation consultants, health visitors, midwives and nutritionists offered advice on breastfeeding and responded to questions free of charge. A bouncy castle was also provided for the entertainment of older children.

The event received extensive media coverage. The media reports were based on the Press Release published in collaboration with Health Promotion Switzerland.

The Foundation was able to distribute 1290 A3 posters and 6800 A5 postcards in German, French and Italian.

World Breastfeeding Week 2008 was sponsored by Health Promotion Switzerland, Medela AG, Helsana Health Insurance AG and Weleda.

Breastfeeding Information

“Breastfeeding – A Healthy Start to Life”

The brochure “Breastfeeding – a Gift for Life” was revised in collaboration with Health Promotion Switzerland. Some additional information on the subject of physical activity was included. The contact details were updated and the layout was redesigned. The brochure was also retitled “Breastfeeding – A Healthy Start to Life”. The brochure was translated into four more languages and is now available in a total of ten languages: Albanian, German, English, French, Italian, Portuguese, Serbo-Croat, Spanish, Tamil and Turkish.

82,000 copies of the brochure were printed in 2008 (40,000 in German, 12,000 in French, 7000 in Italian, 5000 in English and 3000 in each of the remaining languages).

Health Promotion Switzerland sponsored the distribution of supplies of the latest edition of the brochure directly to hospitals between 1st June and 30 September, 2008. In addition to this, all gynaecologists were notified by letter of the availability of the brochure and given the opportunity to order copies, together with a dispenser, free of charge. Accordingly, demand for the brochure was high, and all copies in French and German had been distributed by December 2008.

The brochure may be ordered directly from the Foundation’s website at www.stiftungstillen.ch in all ten languages, and is also available for download in PDF format.

“Geborgenheit, Liebe und Muttermilch” (“Love, Care and Mother’s Milk”) Advice Booklet

The Foundation was also responsible for the distribution of “Geborgenheit, Liebe und Muttermilch”, (“Love, Care and Mother’s Milk”), an advice booklet on the subject of breastfeeding and breastmilk for parents of premature and ill newborn infants. Approximately 1000 copies were sent out during the reporting period.

The advice booklet may be ordered directly from the Foundation’s website at www.stiftungstillen.ch and is also available for download in PDF format.

Work Programmes

Work Programme 2005–2008

The evaluation of the Work Programme for 2005–2008 was carried out based on the available figures and can be summarised as follows:

The Foundation promoted breastfeeding on a national scale through the distribution of its brochure “Breastfeeding – a Healthy Start to Life”. The publication of the brochure in ten different languages meant that a greater number of foreign nationals could be reached. Wide distribution of the breastfeeding brochure was also intended to ensure that mothers have access to addresses of experts who may be contacted in case of problems or enquiries. However, no surveys could be carried out to confirm this.

The proportion of infants who were exclusively breastfed during the first six months of life doubled between 1994 and 2003. Despite this gratifying result, the goal of 40% was not met. A significant contributing factor to this is the difficulty or even impossibility of breastfeeding in the workplace experienced by many mothers, due to little or no support from employers. Action is therefore necessary regarding the establishment of breastfeeding-friendly workplaces.



11 maternity facilities achieved the WHO/UNICEF Baby-Friendly designation between 2005 and 2008, and 23 maternity facilities were reassessed during the same period. The goal of 50% was almost achieved, with 44% of maternity facilities being certified as “Baby-Friendly”.

Through direct contact with hospitals it was possible to determine that staff responsible for the care of pregnant and breastfeeding mothers are aware of the advantages of breastfeeding, and that the implementation of the Ten Steps to Successful Breastfeeding form part of their daily work routine.

The marketing of infant formula and of other products which may adversely affect breastfeeding or the duration of breastfeeding was monitored, and reviewed and acted upon by the Codex Panel where necessary.

The continuing structural reorganisation of the Foundation as well as the securing of funding ensured that the promotion of breastfeeding could be expanded and continued on a national scale.

Work Programme 2009–2012

A conference sponsored by the SFOPH was held at Lenzburg Castle for the purpose of developing the basis for the Work Programme for 2009–2012. The members of the Board of Trustees, the Ex-

ecutive Committee and the Advisory Council, the Office Manager of UNICEF Switzerland and the BFHI Regional Coordinator for the German- and French-speaking parts of Switzerland were invited and required to participate.

The Executive Committee and the Office Management developed a painstakingly detailed proposal for a Work Programme for 2009–2012 based on the results of this conference and the conclusions drawn from the Work Programme for 2005–2008. The proposal included vision and mission statements as well as priorities, and was approved by the members of the Board of Trustees at the Board of Trustees Meeting in November 2008.

The Work Programme for 2009–2012 is available for download in PDF format on the Foundation’s website at www.stiftung-stillen.ch.

The main points of the programme are summarised in the section “Outlook for the Future” (p. 19).

3. Foundation Bodies and Working Groups

Board of Trustees and Executive Committee

The Board of Trustees is composed of representatives of the founding organisations. It met twice during the reporting period. Among other tasks, it adopted the financial statements and the annual report for 2007, as well as the budget and annual plan for 2009 and the Work Programme for 2009–2012.

After eight years, Wolfgang Wörnhard, President of UNICEF Switzerland, resigned from his position on the Board of Trustees, the Executive Committee and the Codex Panel, with effect from the end of 2008. As one of its co-founders, he has played an important role in the Foundation from the outset and has been committed to its development. His negotiation skills and his extensive experience as a mediator have been instrumental in the realisation of numerous projects. His long-standing dedication to the Foundation was duly honoured at the Board of Trustees Meeting in November.

Clara Bucher was elected to the Board of Trustees as his successor with effect from 2009, and is thus also the new UNICEF representative. She will also take over Wolfgang Wörnhard's duties as member of the Codex Panel.

The Executive Committee of the Board of Trustees oversees the implementation of its decisions by the management. The Executive Committee met four times in order to discharge its duties.

Advisory Council

The Advisory Council provides specialist advice and support to the Board of Trustees, the Executive Committee and the Office Management. The Advisory Council did not meet during the reporting period.

Codex Panel

The Codex Panel is a committee based on equal representation, which supervises the companies' advertising and sales activities, and regularly monitors adherence to the Code. The Panel is composed of five representatives of the manufacturers and five representatives of the Foundation and meets twice a year. Adherence to the Code on the part of hospitals and maternity facilities is a prerequisite for UNICEF "Baby-Friendly Hospital" certification.

The following manufacturers have agreed to abide by the Code:

Milupa SA*

Nestlé Suisse SA*

Hipp GmbH & Co.*

Holle Baby Food GmbH*

Hero Lenzburg*

Bimbosan AG

(* Member of the Swiss Dietetic Association)

The Codex Panel Portrait may be ordered directly on the Foundation's website at www.stiftungstillen.ch and is also available for download in PDF format.

Foundation Office

Dr. Monica Casutt left the Foundation at the end of July 2008. She held the post of co-manager for two years with a workload of 50%. Her areas of responsibility included activities in connection with the BFHI, the Codex Panel and World Breastfeeding Week. For the period during which one of the management positions remained vacant, the running of the Foundation Office fell to co-manageress Birgitta Locher-Meyer. She fulfilled this task with great dedication, thus ensuring the consolidation of the Foundation's practical experience.

Dr. Barbara Guggenbühl took up the vacant position within the Foundation at the beginning of October 2008. Her many years of experience in the field of health promotion and prevention will provide fresh impetus to the Foundation. She headed the national campaign "action d – diabetes aktiv vorbeugen" ("action d – preventing diabetes actively") for seven years.

The administrative office also underwent a change of personnel. Doris Scheidegger, who had fulfilled the duties on an interim basis, left at the end of August 2008. Monica Gassner took up the position on 1st September, 2008. She brings many years of experience with her and will provide administrative support to the office management.

BFHI Assessors

The BFHI Assessors carry out the assessments and reassessments of Baby-Friendly maternity facilities. In 2008 one meeting with assessors from German-speaking Switzerland took place.

4. Financial Statements

2008 Income Statement (in CHF)

<hr/>		
Income		
	Project finance	283,408.15
	Operating funds	194,766.80
	Financial income	5,567.35
Total		483,742.30
<hr/>		
Expenditure		
	Project expenditure	147,244.25
	Personnel expenses	195,433.00
	Operating costs (Foundation Office)	90,655.15
	Foundation Groups	13,836.50
Total		447,168.90
Surplus 2008		36,573.40

As a result of good returns from certification of “Baby-Friendly” maternity facilities, financial aid from Health Promotion Switzerland, the SFOPH and other external sources, in conjunction with effective control over expenditure, the Foundation is able to show a profit of just under CHF 37,000 for 2008. This constitutes another step towards the attainment of the medium-term objective of increasing the Foundation’s income to the minimum balance required for one year: ie. approximately CHF 450,000. Notwithstanding assets amounting to just over CHF 350,000, however, the Foundation is still entirely dependent on external funds for the financing of its activities.

Auditor’s Report

The auditing of the annual financial statements for 2008 was carried out by KBT Treuhand AG, Zurich. The auditors confirmed that no circumstances were found which contravene either the statutes or Swiss law. The auditors recommended the adoption of the financial statements for 2008 by the Board of Trustees.

Financial Support

In the course of this reporting period the Foundation received financial support in the form of operating funds or project financing from the following organisations and companies:

Professional Association of Swiss Lactation Consultants
IBCLC
Swiss Federal Office of Public Health (SFOPH)
CSS Insurance
CONCORDIA Health and Accident Insurance AG
Health Promotion Switzerland
Helsana Insurance AG
Helvetia Sana
Johnson & Johnson (Penaten)
Canton Baselland
Canton Basel Stadt
Canton Berne
Canton Freiburg
Canton Glarus
Canton Jura
Canton Neuenburg
Canton Schaffhausen
Canton Solothurn

Canton St. Gallen
Canton Thurgau
Canton Uri
Canton Zug
Canton Waadt
Swiss Cancer League
La Leche League Switzerland
Medela
Swiss Association for Gynaecology and Obstetrics
Swiss Federation of Midwives
Swiss Committee for UNICEF
Association of Swiss Manufacturers of Diet Foods and
Nutritional Supplements

The Office Management Team offer their heartfelt thanks to all the above for their financial support.

5. Outlook for the Future

The new 2009–2012 Work Programme defines the priorities for the Foundation's activities for 2009. The Foundation has set the following priorities with corresponding objectives and appropriate activities for the next four years.

1. Health policy

To be the main point of contact for the promotion of breastfeeding at national level, assuming for Switzerland the duties and functions which are carried out in other countries by a national breastfeeding committee.

To constitute the national voice for breastfeeding within health care policy and to cultivate international contacts.

2. Network

To receive sponsorship from all major organisations involved in the promotion of breastfeeding. To devise strategies to be followed by these sponsoring organisations in their work in the field of breastfeeding, and to initiate research projects.

3. Awareness

To provide breastfeeding information to the public on a regular basis, in addition to documentation of breastfeeding facts and figures.

4. Baby-Friendly Hospital Initiative and follow-up support

Commitment to optimal implementation of the Baby-Friendly Hospital Initiative (BFHI) and to the provision of follow-up support for breastfeeding.

5. Foundation Management

To secure the financial future of the Foundation for the purpose of optimising the promotion of breastfeeding at national level.

Tasks such as activities relating to the BFHI, World Breastfeeding Week, work within the Codex Panel, the securing of funding and general administration are to be continued in 2009.

Further training in the evaluation skills as well as in the specialist knowledge of the assessors is to form part of the activities within the framework of the BFHI. First steps towards quality assurance for drop-in support centres are also envisaged. An appraisal is to be carried out by the organisations within the Foundation as part of the focus on networking. Activities in the field of awareness are to be intensified, and are to include the redesigning of the home page as an important aspect. Various presentations are envisaged, as well as participation in congresses. In the field of health policy, first impressions are to be formed on the basis of the mandate granted for the continuous observation of par-

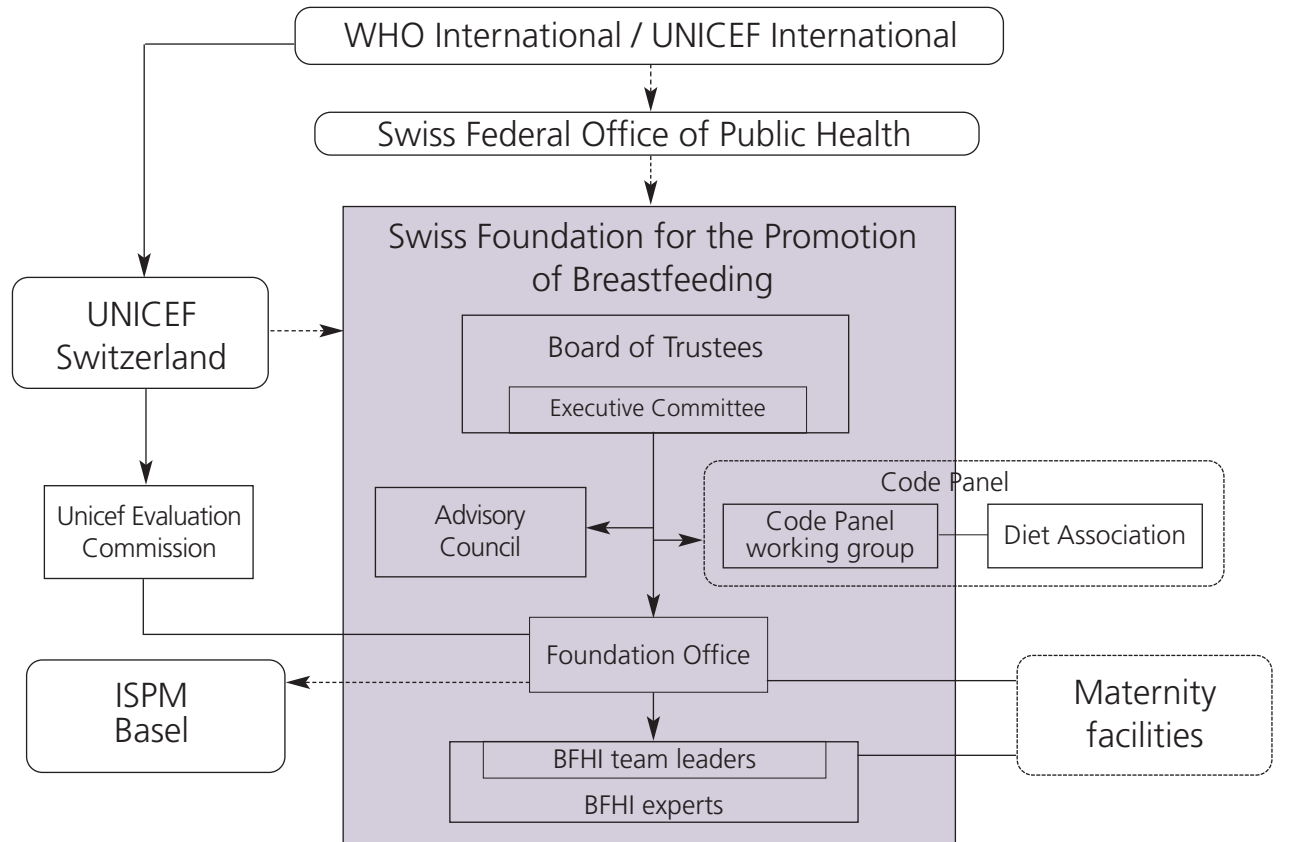


liamentary procedures and administrative activities. Discussions are to be held with employers, workers' and employers' organisations, (eg. associations, specialist departments), on the subject of legal rights and responsibilities as well as on the health benefits of breastfeeding.

A further conference is scheduled following the success of the 2008 conference at Lenzburg Castle.



Appendix I: Organisational Structure



Legend:

WHO = World Health Organisation

BFHI = Baby-Friendly Hospital Initiative

UNICEF = United Nations Children Fund

ISPM = Institute for Social and Preventive Medicine at the University of Basel

- > Managerial structure
- Collaboration
- - - - -> Assignment of mandate

Appendix II: Founding Organisations

Professional Association of Swiss Lactation Consultants IBCLC
Swiss Federal Office of Public Health (SFOH)
CONCORDIA Health Insurance Company AG
CSS Insurance
Helsana Insurance AG
La Leche League Switzerland
Public Health Switzerland
Swiss Professional Association of Nursing Experts
Swiss Federation of Midwives
Swiss Committee for UNICEF (UNICEF Switzerland)
Swiss Association for Gynaecology and Obstetrics
(gynécologie suisse)
Swiss Red Cross
Swiss Association of Professional Nutrition Consultants
FMH Swiss Medical Association

The foundation's creation was supported by the Swiss Association for Paediatrics as well as by the Swiss Association of Health Visitors, a speciality group of the Swiss Professional Association of Nursing Experts.



Appendix III: Foundation Bodies and Working Groups

Board of Trustees

<i>Chairperson</i>	
* Ursula Zybach	Swiss Cancer League, ad personam
<i>Members</i>	
Rita Bieri (until Nov. 2008)	Swiss Association of Health Visitors
Elisabeth Schneider-Feusi (as of Nov. 2008)	Swiss Association of Health Visitors
Prof. Dr. med. Christian P. Braegger	Swiss Association for Paediatrics
Liliane Bruggmann	Swiss Federal Office of Public Health (SFOPH)
Dr. med. Cornelia Conzelmann	Public Health Switzerland
Silvia Honigmann	Swiss Association of Professional Nutrition Consultants
PD Dr. med. Irene Hösli	Chairperson of the Advisory Council
Daniela Maag (as of Nov. 2008)	vivit health ag
Verena Marchand	Professional Association of Swiss Lactation Consultants IBCLC
Silvia Marwik	La Leche League Switzerland
Kathrin Reinli	Helsana Insurance AG
Dr. med. Elisabeth Saurenmann	Swiss Association for Gynaecology and Obstetrics (gynécologie suisse)
Nicole Sid'Amar	Swiss Federation of Midwives
Dr. med. Ursula Steiner-König	FMH Swiss Medical Association
Dr. med. Jürg Vontobel	CONCORDIA Health and Accident Insurance AG
* Wolfgang Wörnhard	Swiss Committee for UNICEF (UNICEF Switzerland)

* Member of Executive Committee

Advisory Council

<i>Chairperson</i>	
PD Dr. med. Irene Hösli	University Hospital Basel
<i>Members</i>	
Prof. Dr. med. Kurt Baerlocher	Former senior physician at St. Gallen Childrens' Hospital
Silvia Honigmann	Swiss Association of Professional Nutrition Consultants
Verena Marchand	Professional Association of Swiss Lactation Consultants IBCLC
Silvia Marwik	La Leche League Switzerland
* Kathrin Reinli	Helsana Insurance AG
Dr. med. Elisabeth Saurenmann	Swiss Association for Gynaecology and Obstetrics (gynécologie suisse)
Nicole Sid'Amar	Swiss Federation of Midwives
Anna Sutter	Swiss Federal Office of Public Health (SFOPH)
* Dr. med. Jürg Vontobel	CONCORDIA Health and Accident Insurance AG
PD Dr. med., MPH, Elisabeth Zemp Stutz	Institute for Social and Preventive Medicine at the University of Basel
<i>Members with an advisory vote</i>	
Dr. Monica Casutt (until July 2008)	Swiss Foundation for the Promotion of Breastfeeding
Dr. Barbara Guggenbühl (as of Oct. 2008)	Swiss Foundation for the Promotion of Breastfeeding

* on request

Codex Panel

<i>Representatives from the Swiss Foundation for the Promotion of Breastfeeding</i>	
Prof. Dr. med. Kurt Baerlocher	Swiss Association for Paediatrics
Clara Bucher	Swiss Federation of Midwives
Birgitta Locher-Meyer	Swiss Foundation for the Promotion of Breastfeeding
Johanna Thomann Lemann	Professional Association of Swiss Lactation Consultants IBCLC
Wolfgang Wörnhard	Swiss Committee for UNICEF (UNICEF Switzerland)
<i>Representatives from the Association of Swiss Manufacturers of Diet Foods and Nutritional Supplements (Swiss Dietetic Association)</i>	
Peter Kropf	Holle Baby Food GmbH
Alexander Maier	Hipp GmbH & Co. Vertrieb AG
Dr. Stephanie Baumgartner Perren	Hero Lenzburg
Karin Rexeisen	Nestlé Suisse SA
Christophe Wadel	Milupa SA
<i>Administration</i>	
Beat Hodler	Counsel, Swiss Dietetic Association

BFHI Assessors

Natacha Argilli	Midwife, La Sagne
Brigitte Benkert	PR consultant/Speaker (DPRG), Breastfeeding and Lactation consultant IBCLC, Suhr
Cinzia Biella	Midwife, Breastfeeding and Lactation Consultant IBCLC, Cugnasco
Fabienne Coquillat	Midwife, Cormondrèche
Irmtraut Fäth-Binggeli	Nurse AKP, Lactation consultant IBCLC, Zurich
Kathryn Granges	Midwife, Breastfeeding and Lactation Consultant IBCLC, Chésereux
* Christa Herzog-Isler	Nurse KWS, Adult Educator, Breastfeeding and Lactation Consultant IBCLC, Lucerne
Silvia Honigmann	Nutrition Consultant, Breastfeeding and Lactation consultant IBCLC, Basel
Vera Kuhn-Staub	Nurse KWS, Breastfeeding and Lactation Consultant IBCLC, Emmenbrücke
Ruth Kunz Zweifel	Nurse KWS, Breastfeeding and Lactation Consultant IBCLC, Wohlen
Sonja Maag-Wyss	Nurse KWS, Breastfeeding and Lactation Consultant IBCLC, Wolfwil
* Verena Marchand	Teacher, Adult Educator, Breastfeeding and Lactation Consultant IBCLC, Berne
Edith Müller-Vettiger	Nurse AKP, Breastfeeding and Lactation Consultant IBCLC, Richterswil
Ruth Riggerbach	Midwife, Breastfeeding and Lactation Consultant IBCLC, Wetzikon
Christine Soulié	Midwife, Breastfeeding and Lactation Consultant IBCLC, Corsier
Johanna Thomann Lemann	Teacher, Adult Educator, Breastfeeding and Lactation Consultant IBCLC, Berne

* Regional Team Leaders

Working Group for World Breastfeeding Week

Rita Bieri	Swiss Association of Health Visitors
Dr. Monica Casutt	Swiss Foundation for the Promotion of Breastfeeding
Hannah Küffer Ackermann	Swiss Federation of Midwives
Ruth Kunz Zweifel	Professional Association of Swiss Lactation Consultants IBCLC
Noëlle Müller-Tscherrig	Swiss Association of Practicing Paediatricians
Marianne Rüttimann	La Leche League Switzerland
Dr. med. Elisabeth Saurenmann	Swiss Association for Gynaecology and Obstetrics (gynécologie suisse)

Foundation Office

Dr. Monica Casutt	Co-manageress (until July 2008)
Dr. Barbara Guggenbühl	Co-manageress (as of October 2008)
Birgitta Locher-Meyer	Co-manageress
Doris Scheidegger	Administration (from January until August 2008)
Monica Gassner-Rusconi	Administration (as of September 2008)

Appendix IV: UNICEF “Baby-Friendly Hospital” Certification

UNICEF Evaluation Commission

<i>Chairperson</i>		
Prof. Dr. med. Kurt Baerlocher		Former senior physician at St. Gallen Childrens’ Hospital
<i>Members</i>		
Ruth Brauen		Swiss Federation of Midwives
Dr. med. Cornelia Conzelmann		Public Health Switzerland
Verena Marchand		Professional Association of Swiss Lactation Consultants IBCLC
Elsbeth Müller		Swiss Committee for UNICEF (UNICEF Switzerland)
Christina Spiri		La Leche League Switzerland
<i>Members with an advisory vote</i>		
Dr. Monica Casutt (until July 2008)		Swiss Foundation for the Promotion of Breastfeeding
Dr. Barbara Guggenbühl (as of Oct. 2008)		Swiss Foundation for the Promotion of Breastfeeding
PD Dr. med., MPH, Elisabeth Zemp Stutz		Institute for Social and Preventive Medicine at the University of Basel

Maternity Facilities with Baby-Friendly Certification up to 31 December, 2008

AG Baden, Kantonsspital Rothrist, Klinik Villa im Park Zofingen, Spital Zofingen	GL Glarus, Kantonsspital	VD Morges, Hôpital de Morges Nyon, Hôpital de Zone
AR Heiden, Spital Heiden	JU Delémont, Hôpital du Jura	VD/VS Aigle, Unité Mère-Enfant Hôpital du Chablais
BE Bern, Inselspital Universitäts-Frauenklinik Bern, Hirslanden Salem-Spital Bern, Kliniken Sonnenhof & Engeried Biel, Klinik Linde AG Biel, Spitalzentrum Biel AG Burgdorf, Regionalspital Emmental AG Frutigen, Spital Frutigen Riggisberg, Spital Netz Bern AG St-Imier, Hôpital du Jura bernois SA Thun, Spital STS AG – Spital Thun	LU Luzern, Luzerner Kantonsspital Luzern, Hirslanden Klinik St. Anna	VS Visp, Regionalspital
BL Arlesheim, Ita Wegman Klinik Liestal, Kantonsspital	NE La Chaux-de-Fonds Hôpital neuchâtelois	ZG Cham, AndreasKlinik AG Zug, Zuger Kantonsspital
BS Basel, Universitätsspital/Universitäts- Frauenklinik Basel	SG Grabs, Spital Grabs St. Gallen, Kantonsspital St. Gallen Walenstadt, Spital Walenstadt Wil, Spital Wil	ZH Affoltern am Albis, Bezirksspital Bülach, Spital Bülach Horgen, Spital Zimmerberg Kilchberg, Stiftung Krankenhaus Sanitas Männedorf, Spital Männedorf Richterswil, Paracelsus-Spital Schlieren, Spital Limmattal Uster, Spital Uster Wetzikon, Spital Wetzikon Winterthur, Kantonsspital Winterthur, Klinik Lindberg AG
FR Fribourg, Hôpital cantonal de Fribourg Givisiez, Maison de Naissance Le Petit Prince	SH Schaffhausen, Kantonsspital	Zürich, Geburtshaus Delphys Zürich, Stadtspital Triemli Zürich, Universitätsspital Zürich
GE Genève, Hôpitaux universitaires de Genève HUG Meyrin, La Tour Réseau de soins SA – Hôpital de la Tour	SO Solothurn, Bürgerspital Solothurn, Privatklinik Obach	
	SZ Lachen, Spital Lachen Schwyz, Spital Schwyz	
	TG Frauenfeld, Kantonsspital Münsterlingen, Kantonsspital	
	TI Bellinzona, Ospedale Regionale e Valli San Giovanni Locarno, Ospedale regionale La Carità Lugano, Ospedale regionale di Lugano Mendrisio, Ospedale regionale di Beata Vergine	
	UR Altdorf, Kantonsspital Uri	





Schweizerische Stiftung zur Förderung des Stillens
Fondazione svizzera per la Promozione dell'Allattamento al seno
Fondation suisse pour la Promotion de l'Allaitement maternel



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