

# Ten Steps to Successful Breastfeeding

World Health Organization & UNICEF, 1989

Every facility providing maternity services and care for newborns should:

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 breastfeeding.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast milk, *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 to breastfeeding infants.
10. Foster the establishment of breast-feeding support groups and refer mothers to them on discharge from the hospital or clinic.

Baby-Friendly hospitals and birth centers also uphold the *International Code of Marketing of Breastmilk Substitutes* by offering education and educational materials that promote human milk rather than other infant food and drinks, and by not accept or distribute free or subsidized supplies of breastmilk substitutes or other feeding devices.