

The Ten Steps to Successful Breastfeeding from the Baby-Friendly Hospital Initiative

- 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 1 hour of birth.
- 5.** Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
- 6.** Give newborn 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 pacifiers or artificial nipples to breastfeeding infants.
- 10.** Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.