

Proper Technique



Hand Expression



Safe Formula Preparation



Step 6

Give newborn infants no food or drink other than breastmilk, unless medically indicated.



Step 7

Practice rooming-in – allow
mothers and infants to
remain together – 24
hours a day



Routine Procedures in Room



Step 8

Encourage breastfeeding on demand.



Step 9

Give no artificial teats or pacifiers to breastfeeding infants.

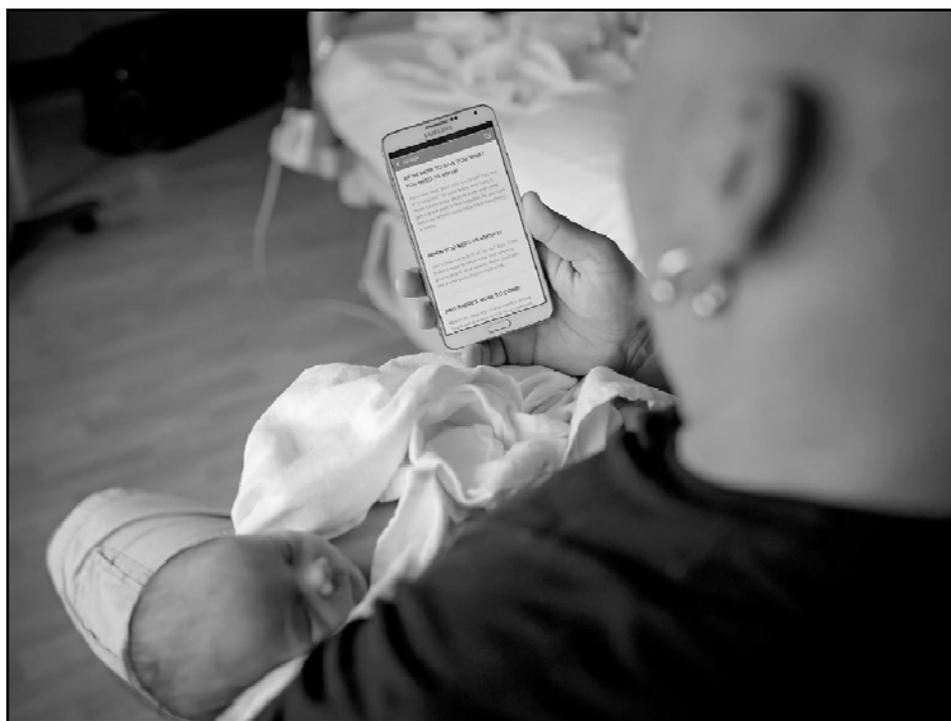


Step 10

Foster the establishment of breast-feeding support groups and refer mothers to them on discharge from the hospital or clinic.

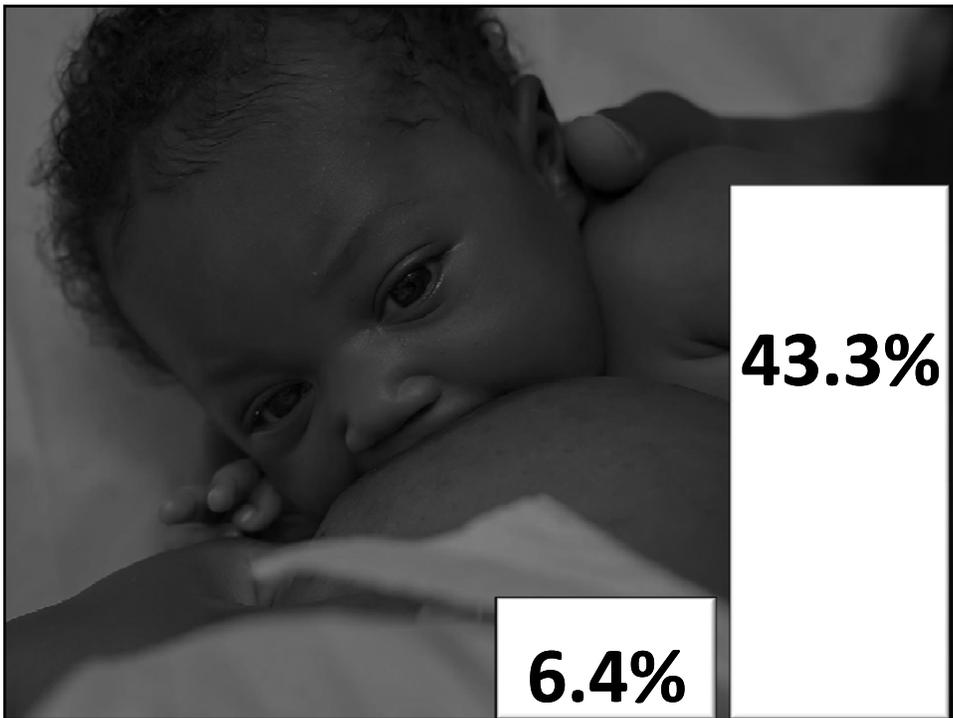
Support Groups





Impact of Baby-Friendly





>325 in 48 States!



THE TEN STEPS TO SUCCESSFUL BREASTFEEDING

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The *Ten Steps to Successful Breastfeeding* were developed by a team of global experts and consist of evidence-based practices that have been shown to increase breastfeeding initiation and duration. Baby-Friendly hospitals and birthing facilities must adhere to the Ten Steps to receive, and retain, a Baby-Friendly designation.

The *Ten Steps to Successful Breastfeeding* are:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in the skills necessary to implement this policy.
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 are separated from their infants.
6. Give 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 birth center.