



10 STEPS TO SUCCESSFUL BREASTFEEDING

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 - a. Comply fully with the International Code of Marketing of Breast – milk Substitutes and relevant World Health Assembly Resolutions.
 - b. Have a written infant feeding policy that is routinely communicated to staff and parents.
 - c. Establish ongoing monitoring and data-management systems.
- 2 Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.
- 3 Discuss the importance and management of breastfeeding with pregnant women and their families.
- 4 Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth.
- 5 Support mothers to initiate and maintain breastfeeding and manage common difficulties.
- 6 Do not provide breastfed newborns any food or fluids other than breastmilk, unless medically indicated.
- 7 Enable mothers and their infants to remain together and to practice rooming-in 24 hours a day.
- 8 Support mothers to recognize and respond to their infants' cues for feeding.
- 9 Counsel mothers on the use and risks of feeding bottles, teats and pacifiers.
- 10 Coordinate discharge so that parents and their infants have timely access to ongoing support and care.