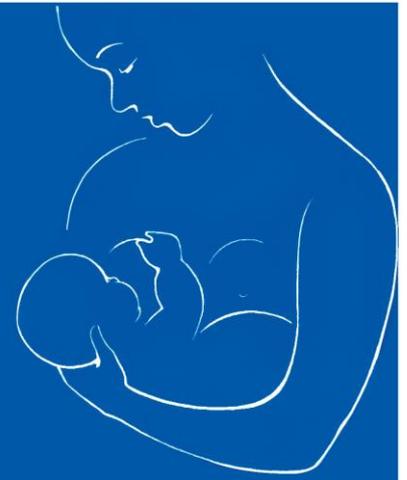


# 10 Steps TO SUCCESSFUL Breastfeeding



## Key guiding practices

- 1.a Fully comply with the International Code for Marketing Breastmilk Substitutes and relevant World Health Assembly (WHA) resolutions.
- 1.b Have a written infant feeding strategy and communicate this to staff and parents as part of the normal standard of care.
- 1.c Establish continuous monitoring and data management systems.
2. Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.

## Key clinical procedures

3. Discuss the importance and practical management of breastfeeding with pregnant women and their families.
4. Provide immediate and uninterrupted skin-to-skin contact and encourage mothers to start breastfeeding as soon as possible after birth.
5. Support mothers in initiating and maintaining breastfeeding and in managing common difficulties.
6. Do not give breastfed newborns any food or liquids other than breast milk unless medically indicated.
7. Allow mother and child to stay together; practice rooming-in 24 hours a day.
8. Support mothers in recognising and responding to feeding cues from their babies.
9. Provide advice to mothers on the use of bottles, dummies and pacifiers and the risks involved.
10. Coordinate release from the hospital so that mother and child have timely access to ongoing support and care.



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