

*There is a world-wide movement  
for hospitals to promote  
and support breastfeeding:*

### ***The Ten Steps to “Baby-Friendly”***

- ❶ ***Have a written policy*** that is communicated to all health care staff.
- ❷ ***Train all health care staff*** in skills necessary to implement this policy.
- ❸ ***Inform all pregnant women*** about the benefits and management of breastfeeding.
- ❹ ***Help mothers initiate breastfeeding*** within one hour of birth.
- ❺ ***Show mothers how to breastfeed*** and how to maintain lactation, even if they are separated from their infants.
- ❻ ***Practice exclusive breastfeeding***. Give infants no food or drink other than breastmilk, unless medically indicated.
- ❼ ***Practice “rooming in”***-- allowing mothers and infants to remain together 24 hours a day.
- ❽ ***Encourage unrestricted breastfeeding***. Allow infant to feed at the earliest signs of hunger.
- ❾ ***Give no pacifiers or artificial nipples*** to breastfeeding infants.
- ❿ ***Foster the establishment of breastfeeding support groups*** and refer mothers to them on discharge from the hospital.



For more information  
contact the  
*Breastfeeding Taskforce*  
[www.breastfeedla.org](http://www.breastfeedla.org)

## ***A Mother’s Ten Steps to Successful Breastfeeding***

*(Even if your hospital isn’t “Baby-Friendly”)*

- ❶ ***Breast is Best, but why?*** Learn why giving only breast milk is best for your baby and you, and why formula feeding can cause problems. Use WIC, other moms, books, and videos as resources. Take a breastfeeding class!
- ❷ ***Tell the world!*** Let your OB doctor, family, friends, and employers know that you are planning to give only breast milk, and need their full support. Tell the Labor & Delivery doctors and nurses as well as the nursery and post partum nurses that you want only breastmilk for your baby.
- ❸ ***Hold your newborn skin-to-skin*** right after birth. Your baby will be alert and interested in breastfeeding. Tell your doctor and nurse that you want this if it is not offered.
- ❹ ***Room-in with your baby***. This will allow you to respond to your baby’s cues and breast-feed as soon as he shows he is hungry. Don’t wait for him to cry. Ask for rooming-in if it is not offered.
- ❺ ***Frequent feeds, not formula***. Don’t use formula just because it is provided. Some hospitals provide formula to all mothers even if there is no medical reason. If formula is given, your baby will be too full to breastfeed often.
- ❻ ***Think ahead***. If you will return to work, start off with breastfeeding *only* so your body makes the milk your baby will need. Introduce bottles later.
- ❼ ***Ask for help*** if you need it. Ask your nurse if the hospital has a lactation specialist available.
- ❽ ***Don’t get discouraged*** if you have difficulties. Most breastfeeding problems can be easily fixed. Ask for help from a friend or relative who has breastfed or your WIC counselor. The *Breastfeeding Resource Directory* lists breastfeeding help available in your area.
- ❾ ***Plan for the long term***. Get comfortable breastfeeding away from home; make a plan for pumping when you return to work or school.
- ❿ ***Get to know other breastfeeding moms***: make new friends; join a La Leche League mothers’ group. And most importantly, have fun getting to know your baby!