

# BREASTFEEDING

# Just 10 Steps!




## The Baby-Friendly Way


### TEN STEPS TO SUCCESSFUL BREASTFEEDING


Every facility providing maternity services and care for newborn infants should:


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 a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast milk unless medically indicated.
7. Practise rooming in - allow mothers and infants to remain together - 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

## Objectives of World Breastfeeding Week 2010

 Draw attention to the role of the Ten Steps in improving breastfeeding rates

 Renew action by health systems, health care providers and communities to make breastfeeding the easy choice for women.

 Inform people everywhere of the risks of artificial feeding, and the role of breastfeeding for children's development and lifelong health and the health of mothers.

 Enable mothers to enjoy full support for breastfeeding in health care systems and beyond.



**1-7 AUGUST 2010**



# WABA World Breastfeeding Week

Protects, Promotes and Supports Breastfeeding Worldwide



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisation concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

Photos are winners of the World Breastfeeding Week 2010 Photo Contest. Production: Julianna Lim Abdullah & Adrian Cheah, Neo Sentuhan Sdn Bhd

WABA, PO Box 1200, 10850 Penang, Malaysia • TEL: 604-658 4816 • FAX: 604-657 2655  
E-MAIL: [wbw@waba.org.my](mailto:wbw@waba.org.my) • WEBSITE: [www.waba.org.my](http://www.waba.org.my)

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)