
Appendix 5

10 Steps to Successful Breastfeeding*

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 newborns no food or drink other than breast milk, unless medically indicated.
7. Practice rooming-in to allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial tests or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mother to them on discharge from the hospital or clinic.

* Taken from WHO/UNICEF. Protecting, Promoting and Supporting Breast-feeding: The Special Role of Maternity Services. Geneva, Switzerland: World Health Organization/UNICEF; 1989.