

# Ten 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 the skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.
6. Give infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

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The Ten Steps to Successful Breastfeeding form the basis of the Baby-Friendly Hospital Initiative, a worldwide breastfeeding quality improvement project created by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF).

Baby-Friendly hospitals and birth centers also uphold the International Code of Marketing of Breast Milk Substitutes by offering parents support, education, and educational materials that promote the use of human milk rather than other infant food or drinks, and by refusing to accept or distribute free or subsidized supplies of breastmilk substitutes, nipples, and other feeding devices.

Twin Cities Community Hospital is committed to the US Hospital Baby-Friendly Hospital Initiative. This initiative creates an optimal environment for maternal and infant bonding and the initiation of breastfeeding.

**Call (805) 434-4644 for more information.**



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# BREASTFEEDING



Twin Cities is proud  
to be designated a  
Baby-Friendly®  
Birth Facility

## Recommendations

*Exclusive breastfeeding for the first six months of life.*

## Breastfeed on demand at least 8 times (or more) in 24 hours

*Do not place time constraints on breastfeeding. Following baby's early feeding cues:*

- Rooting
- Licking lips
- Sticking tongue out
- Fingers/hand to mouth
- CRYING is a late sign of hunger

## Benefits

*Babies who receive breastmilk have LESS risk of:*

- Food allergies
- Diarrhea
- Ear Infections
- Respiratory Infections
- Obesity
- Diabetes
- Leukemia
- SIDS (sudden infant death syndrome)

## Rooming In

- Helps mothers to identify early feeding cues
- Helps mothers and babies with bonding and attachment

## Lower Risk

- Osteoporosis
- Breast Cancer
- Ovarian Cancer
- Postpartum hemorrhage
- Type II Diabetes

## Early Skin-to-Skin Contact

- Maintains baby's temperature (keeps baby warm)
- Increases bonding and attachment
- Reduces crying
- Increases exclusive breastfeeding

## Positioning & Attachment

- Hold baby close
- Tummy to tummy/chest to chest
- Mouth open wide
- Chin touching breast
- Lower lip flanged outward

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