

10 steps to SUCCESSFUL BREASTFEEDING



Have a written **breastfeeding policy** that is routinely communicated to all health care staff.



Train all health care staff in skills necessary to implement this policy.



Inform all pregnant women about the benefits and management of breastfeeding.



Help mothers initiate breastfeeding within one hour of birth.



Show mothers how to breastfeed and how to maintain lactation.



Give infants **no food or drink other than breast milk**, unless medically indicated.



Practice rooming-in, allowing mothers and infants to remain together 24 hours a day.



Encourage feeding on demand.



Give **no pacifiers or artificial nipples** to breastfeeding infants.



Foster the establishment of **breastfeeding support groups** and refer mothers to them on discharge from the hospital.

70%

of women reported
ever breastfeeding
in 2011



Healthy People
2020 GOAL

82%