

# 10 Steps to Successful Breastfeeding

Contra Costa Regional Medical Center upholds the World Health Organization/UNICEF Ten Steps to Successful Breastfeeding, published in a joint statement entitled, *Protecting, Promoting & Supporting Breastfeeding: The Special Role of Maternity Services*  
**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**  
Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birthing center.



**5**  
Help mothers initiate breastfeeding within one hour of birth.

**6**  
Give no pacifiers or artificial nipples to breastfeeding infants.

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).

**7**  
Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.

**8**  
Encourage breastfeeding on demand.

**9**  
Practice rooming-in - allow mothers and infants to remain together 24 hours a day.

**10**  
Give infants no food or drink other than breast milk unless medically indicated.



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 breast milk substitutes, nipples, and other feeding devices