



10 Steps to Successful Breastfeeding

1. Have a written breastfeeding policy
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. Place babies in 'skin to skin' contact with their mothers immediately following birth for at least an hour and encourage mothers to recognise when their babies are ready to breastfeed, offering help if needed
5. Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants
6. Give newborn infants no food or drink other than breast milk, 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 artificial teats or dummies to breastfeeding infants
10. Foster the establishment of breastfeeding support and refer mothers to them on discharge from the facility

Further information is available on the following websites:

www.bfhi.org.au

www.unicef.org/programme/breastfeeding/baby.htm