

IS YOUR HOSPITAL BABY-FRIENDLY?

1
Have a written
breastfeeding
policy.

2
Train all health
care staff
to implement
the policy.

3
Inform all pregnant
women about
the benefits and
management
of breastfeeding.

4
Help mothers
initiate breastfeeding
within one
hour of birth,

TEN STEPS to successful Breastfeeding

5
Show mothers how
to breastfeed
and how to
maintain lactation.

6
Give newborn
infants no food
or drink other than
breast milk.

When more
of these
Ten Steps are
in place, mothers
breastfeed longer.

7
Allow mothers
and infants
to remain together
24 hours a day.

8
Give no pacifiers
or artificial nipples.

9
Encourage
breastfeeding
on demand.

10
Foster breastfeeding
support groups
and refer mothers
to them.



Making Milk

is Easy

10 steps to Make Plenty of Milk



1 **Frequent feeds, not formula.**
The more often you feed, the more milk you make. If you give formula, your baby will feel too full to nurse frequently.

2 **All you need is breastmilk!**
The American Academy of Pediatrics recommends that your baby have a diet of purely breastmilk for the first 6 months - no other food or drink is needed.

3 **Feed early and often.**
Feed at the earliest signs of hunger if baby's awake, sucking on hands, moving his mouth or eyes, or stretching.

4 **If he didn't swallow, he didn't eat**
Listening for the sound of swallowing will help you know if your baby's getting enough.

5 **Say 'No' to pacifiers and bottles**
If pacifiers and bottles are used when your baby is hungry, you may not be nursing often enough to make plenty of milk.

6 **Sleep near your baby
And nurse lying down**
You can rest while you feed your baby!

7 **Have baby's mouth open wide
Like a shout, with lips flipped out.**
The tip of your nipple should be in the back of his throat. He should be directly facing you, chest-to-chest, chin-to-breast. Proper positioning prevents sore nipples.

8 **Watch the baby, not the clock.**
Feed your baby when she is hungry, and switch sides when swallowing slows down or she takes herself off the breast.

9 **Go everywhere!**
Plan to take your newborn everywhere with you for the first several weeks.

10 **Don't wait to ask
For help, if you need it.**
If you wait too long to get the help you need, it may be harder to breastfeed. Stick with it-its worth it!



10 STEPS to Successful Breastfeeding

Every facility providing maternity services and care for newborn Infants should:

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- 1** Have a written breastfeeding policy that is routinely communicated to all health care staff.
 - 2** Train all healthcare 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 half an hour of birth.
 - 5** Show mother how to breastfeed and how to maintain lactation even if they should be separated from their infants.
 - 6** Give newborn infants no food or drink other than breast milk, unless medically indicated.
 - 7** Practice rooming-in: that is allow mothers and infants to remain together 24 hours a day.
 - 8** Encourage breastfeeding on demand.
 - 9** Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
 - 10** Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.



Source: World Health Organization/UNICEF Protecting, Promoting and Supporting Breastfeeding. The Special Role of Maternity Services 1989.

Baby-Friendly Hospital Initiative

Baby-friendly designated hospital



- **Help mothers initiate breastfeeding within one hour of birth.**
- **Show mothers how to breastfeed and how to maintain lactation.**
- **Give newborn infants no food or drink other than breast milk, unless medically indicated.**
- **Practice “rooming in” - allow mothers and infants to remain together 24 hours a day.**
- **Don't provide pacifiers or artificial nipples to breastfeeding infants.**
- **Refer mothers to breastfeeding support groups upon discharge.**
- **Don't give breastfeeding mothers gifts packs containing samples of infant formula.**
- **Provide all prenatal and postnatal staff with 15 hours' breastfeeding education.**



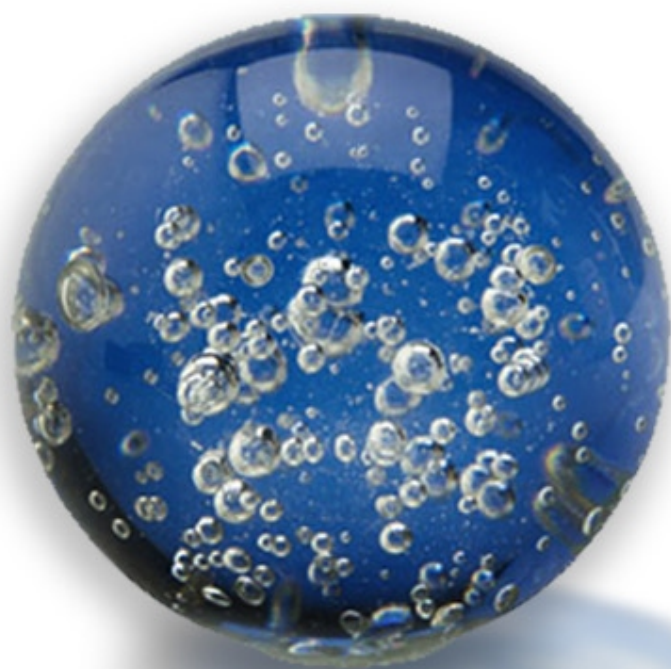
THE AVERAGE SIZE OF A NEWBORN'S STOMACH

Day 1



5-7ml

Day 3



22-27ml

Day 10



60-81ml



Baby Feeding Cues

Early cues These mean, “I’m hungry”



Stirring



Mouth opening



Turning head
seeking/rooting

Mid cues These mean, “I’m really hungry”



Stretching



Increasing physical movement



Hand to mouth

Late cues These mean, “I’m really upset! You need to calm me first, then feed me”



Crying



Agitated body movements



Colour turning red

Calm baby: Try cuddling, skin-to-skin contact on chest, talking and stroking





Breastmilk: Baby's Best Nutrition

Colostrum

COLOSTRUM is the perfect first food for babies. These first feedings may be only a few teaspoons at a time, but they contain concentrated nutrition and provide antibodies to help keep your baby healthy. Like all breastmilk, it may be many different colors

Foremilk

MATURE MILK consists of foremilk and hindmilk. Foremilk is what your baby receives at the beginning of a breastfeeding session, it helps quench your baby's thirst and contains plenty of lactose and proteins but very little fat and few calories.

Hindmilk

HINDMILK received at the end of a breastfeeding session, contains more fat and calories. Your baby needs both foremilk and hindmilk for overall growth and development. Therefore, a baby should finish feeding at each breast before moving to the other.

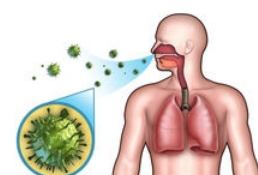
Breastfeeding helps your child get a healthy start in life.



Successful Breastfeeding Poster

Benefits to the Breastfed Infant

It lessens the risk of being an obese later in life



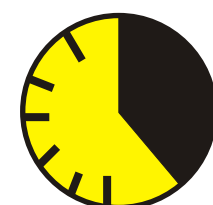
Protects your baby from infections and diseases

Less chance of developing eczema



Less chance of diarrhoea and vomiting

They are less likely to die of SIDS



Natural food designed for your baby

They have fewer ear infections



it makes nappies less smelly

They have better vision



They have better skin

They have healthier brains **IQ**

decreased anxiety

increased confidence



It can give you a great

sense of achievement

Whats' In Breast Milk?

Breast milk is a combination of nutrients essential to a **unique** child's health

1% proteins
87% water
7% Carbohydrates
1% vitamins
1% minerals
4% fats
4% hormones

Breastfeeding results in less sick days for parents



Breastfeeding satisfies baby's

emotional needs



Better Social development



TEN STEPS TO SUCCESSFUL BREASTFEEDING



1. Policy

2. Training

3. Inform'

4. Help Initiate

5. Show & Maintain

6. Breast Milk Only

7. Room In

8. Encourage

9. No Pacifiers

10. Support Groups

