

revised to take into account the current global context, with consideration given to HIV/AIDS, to address obstacles to the processes that have been encountered over the years, and include recent evidence-based findings related to infant and young child feeding. The Annexes to Section 1.1 include Annex 1: a summary framework for implementation at the national level, Annex 2: suggested questions for a self-assessment, Annex 3: excerpts from recent publications that may be helpful in sensitisation of decision-makers regarding the importance of early and exclusive breastfeeding and Annex 4: an illustration of how breastfeeding is essential for the achievement of the Millennium Development Goals (MDGs).

Getting Started

Most countries have taken steps to start national Baby-friendly campaigns, including vigorous steps towards improved support to breastfeeding in hospitals, actions to protect breastfeeding by national policy implementation, and public promotion campaigns. The recommendations and steps below are presented to help re-invigorate, restore, modify or strengthen such national initiatives, or to help launch such activities where none exist.

The Ten Steps to Successful Breastfeeding, a summary of the guidelines for maternity care facilities presented in the Joint WHO/UNICEF Statement Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services, (WHO, 1989) have been accepted as the minimum global criteria for attaining the status of a Baby-friendly Hospital.

TEN STEPS TO SUCCESSFUL BREASTFEEDING

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. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers 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 breastmilk unless *medically* indicated.
7. Practise rooming in - 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.