

The group brainstormed on the components of the EBFHI and developed the following draft of steps.

Ten Steps for a Breastfeeding-Family-friendly City/Community Ten Steps: Beyond Maternity Care

1. The city's elected/appointed leadership has a written policy statement, routinely disseminated, supporting breastfeeding.
2. The city as a whole provides a welcoming atmosphere for breastfeeding families.
3. Optimal breastfeeding is supported by health leadership.
4. All pregnant women are informed about the benefits of breastfeeding, as well as about risks of unnecessary formula use, and where to access support as needed.
5. Healthcare provision is breastfeeding-friendly.
6. Non-health system breastfeeding support groups and services are fully available in the community, including WIC, LLL, IBCLCs, and other skilled breastfeeding support.
7. The business, faith-based and social organisations in the community/city as a whole provide a welcoming atmosphere for breastfeeding in public.
8. Local economic development, as well as businesses and not-for-profit organizations, follow the principles of the Code of Marketing.
9. The WABA Maternity Care or the US Business Case for breastfeeding is distributed and promoted by the government and the Chamber of Commerce.
10. K-12, colleges and universities are encouraged to include breastfeeding-friendly curricula at all levels.

The State of the Art Mother Support Summit (2007)

Five years after the launch of GIMS, WABA, through its Mother Support Task Force, and together with its Core Partner, La Leche League International (LLL) held a Summit on the State of the Art of Mother Support in Chicago, USA in 2007. The Summit drew 50 participants from 23 countries representing 20 organisations.

The goals of the Summit were to expand awareness on the need for mothers to be supported in breastfeeding and to disseminate updated information about support for breastfeeding mothers. It was also to develop global projects, collaborative in nature to promote, expand and address the need for support for the breastfeeding mothers.