

10 Steps to Successful Breastfeeding



It is the policy of Northeast Health Wangaratta to support, protect and promote breastfeeding for mothers and their babies.

The staff of the Midwifery Unit implements this policy by adopting the “10 Steps to Successful Breastfeeding” as developed jointly by the WHO/UNICEF.

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 infant.
6. Give newborn infants no food or drink other than breastmilk, 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 groups and refer mothers to them on discharge from hospital.

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