



## The Ten Steps to Successful Breastfeeding

The *Ten Steps to Successful Breastfeeding* are a bundle of internationally recognized evidence-based maternity care practices that have been shown to increase breastfeeding initiation and duration. *The Gift* designation recognizes Louisiana birthing facilities that are implementing policies that are aligned with the *Ten Steps to Successful Breastfeeding* and encourages continued progress toward pursuit of Baby-Friendly™ designation.<sup>1</sup> Baby-Friendly™ designated hospitals and birthing facilities must adhere to the Ten Steps to receive, and retain, Baby-Friendly™ designation.

- ONE** Have a written breastfeeding policy that is routinely communicated to all health care staff.
- TWO** Train all health care staff in the skills necessary to implement this policy.
- THREE** Inform all pregnant women about the benefits and management of breastfeeding.
- FOUR** Help mothers initiate breastfeeding within one hour of birth. Place babies in skin-to-skin contact with their mothers immediately following birth for at least an hour and encourage mothers to recognize when their babies are ready to breastfeed, offering help if needed.
- FIVE** Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
- SIX** Give infants no food or drink other than breast-milk, unless medically indicated.
- SEVEN** Practice rooming in – allow mothers and infants to remain together 24 hours a day.
- EIGHT** Encourage breastfeeding on demand. Teach mothers cue-based feeding regardless of feeding method.
- NINE** Give no pacifiers or artificial nipples to breastfeeding infants.
- TEN** Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

*The Gift* provides tools and resources to assist hospitals in implementing the Ten Steps. Visit [www.thegiftla.org](http://www.thegiftla.org) to start your hospital's journey to providing quality, patient-centered care with *The Gift* today!

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<sup>1</sup> **Baby-Friendly Hospital Initiative/Ten Steps to Successful Breastfeeding**

The BFHI is a global initiative of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for lactation. It is implemented in the United States by BFUSA. For more information visit [www.babyfriendlyusa.org](http://www.babyfriendlyusa.org).