The Gift

Ensuring quality care for moms and babies.
One step at a time.

The Ten Steps to Successful Breastfeeding

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.

This facility has been recognized by the Louisiana Department of Health and Hospitals as a *Gift* Designated facility for implementing policies that are aligned with the *Ten Steps to Successful Breastfeeding*.[1]

The Ten Steps strengthen mother-baby bonding and facilitate breastfeeding.

The Gift provides tools and resources to assist hospitals in providing quality, patient-centered care through incremental adoption of the Ten Steps.

[1]For more information visit www.babyfriendlyusa.org.

1 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.