

10 STEPS TO SUCCESSFUL *Breastfeeding*

- 1. Have a written breastfeeding policy that is routinely communicated to all health care staff.** Include detailed breastfeeding policies in orientation.
- 2. Train all health care staff in skills necessary to implement this policy.** Include breastfeeding educationals at unit meetings to nurses taking care of breastfeeding mothers.
- 3. Inform all pregnant women about the benefits and management of breastfeeding.**
 - Include breastfeeding information in prenatal folders, to clinic nurses, and on web site.
 - See specific policies/recommendations for sleepy baby, poor latch, nipple pain, flat nipples, etc.
- 4. Help mothers initiate breastfeeding within one hour of birth.** Encourage placing newborn on mother's chest for the first hour; delay routine procedures that separate newborn off of mother's chest.
- 5. Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants.** Initiate breast pumping every three hours within six hours of delivery if newborn transferred.
- 6. Give newborn infants no food or drink other than breast milk unless medically indicated.**
 - Encourage moms to keep baby to breast when newborn fussy to establish adequate milk supply.
 - If supplementing, only 10-30cc of expressed breast milk preferred or hydrolyzed protein formula by cup.
 - Breastfeeding parents will receive no formula samples or formula-sponsored gift bags.
- 7. Practice rooming-in: allow mothers and infants to remain together 24 hours a day.** Encourage rooming-in at night.
- 8. Encourage breastfeeding on demand, watching for feeding cues (i.e. not the clock).**
 - "An awake baby is a hungry baby" in the first two weeks.
 - Minimum number of breast feedings is 8-12 times every 24 hours.
 - Encourage skin to skin as much as possible.
- 9. Give no artificial teats or pacifiers to breastfeeding infants.** Encourage parents to wait two-four weeks to introduce a pacifier. If patient requests, may give after teaching about possible effects.
- 10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.**
 - Babies who are breastfed need follow-up at 4-5 days of age (i.e. 1-2 days after discharge).
 - Refer to lactation consultant and/or home health nurse if mom/staff have any concerns or need more intensive follow-up.