



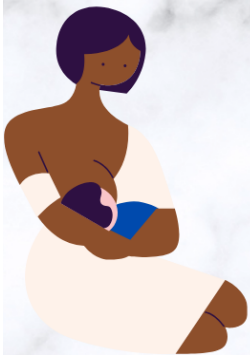
# 10 Steps to Successful Breastfeeding



1. Comply with the International Code of Marketing of Breast-milk Substitutes. Have a written infant feeding policy that is routinely communicated to staff and parents. Establish ongoing monitoring and data-management systems.



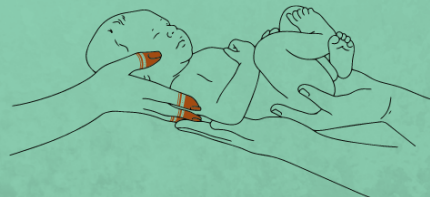
2. Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding
3. Discuss the importance and management of breastfeeding with pregnant women and their families
4. Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding after birth
5. Support mothers to initiate and maintain breastfeeding and manage common difficulties
6. Do not provide breastfed newborns any food or fluids other than breast milk, unless medically indicated
7. Enable mothers and infants to remain together and to practice rooming-in 24 hours a day
8. Support mothers to recognize and respond to their infants' cues for feeding
9. Counsel mothers on the use and risks of feeding bottles, teats and pacifiers
10. Coordinate discharge so that parents and their infants have timely access to ongoing support and care.





# Benefits of breastfeeding your baby

Breastmilk promotes the emptying of the colon with each feed. Formula or cow's milk tends to slow gastric emptying, and the infant may not pass a stool every day.



Breastfed infants have fewer allergies than formula-fed infants.



Recent research suggests that breastfeeding may help prevent juvenile rheumatoid arthritis.



Research has also shown that there is a lower incidence of SIDS among breastfed infants.



# Breastfeeding Benefits

Breastfed infants tend to have fewer speech problems than bottle-fed infants.

Breastfeeding enhances infant learning



Breast milk fosters brain cell growth.

Reduces a baby's risk of obesity by about one third

Breastfed infants don't suffer from tooth decay as infants





# BREASTFEEDING BENEFITS

## *Bonding*

Skin to skin contact boosts your levels of oxytocin and helps make your baby feel safe, warm and loved

## *Digestion*

Babies can easily digest breast milk and colostrum, helps your baby's digestive system grow

## *Cost*

Breast milk is free!



## *Nutrients*

Breast milk changes to meet your baby's needs- rich in vitamins, minerals and nutrients to grow healthy and strong!

## *Convenience*

Milk is always warm and ready to go!



## *Health Benefits*

**Reduces baby's risk of:** Ear infections, asthma, lower respiratory infections, diarrhea and vomiting, childhood obesity, eczema, Type 2 Diabetes and Sudden Infant Death Syndrome (SIDS)

# Five Benefits of Breastfeeding



**1. Breast milk is the best source of nutrition for most babies. As the baby grows, the mother's breast milk will change to meet her baby's nutritional needs.**

**2. Breastfeeding can help protect babies against some short- and long-term illnesses and diseases.**

**Breastfed babies have a lower risk of asthma, obesity, type 1 diabetes, and sudden infant death syndrome (SIDS). Breastfed babies are also less likely to have ear infections and stomach bugs.**

**3. Breast milk shares antibodies from the mother with her baby. These antibodies help babies develop a strong immune system and protect them from illnesses.**



**4. Mothers can breastfeed anytime and anywhere. Mothers can feed their babies on the go without worrying about having to mix formula or prepare bottles.**



**5. Breastfeeding can reduce the mother's risk of breast and ovarian cancer, type 2 diabetes and high blood pressure.**