



World Breastfeeding Week is sponsored each year from August 1 - 7 by the World Alliance for Breastfeeding Action. This year World Breastfeeding Week commemorates the 20th anniversary of the Innocenti Declaration that called for implementation of the Ten Steps to Successful Breastfeeding in all maternity facilities.

TEN STEPS TO SUCCESSFUL BREASTFEEDING

Every facility providing maternity services and care for newborn infants should:

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 infants.
6. Give newborn infants no food or drink other than breast milk 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 pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Objectives of World Breastfeeding Week 2010

- ◇ Draw attention to the role of the Ten Steps to Successful Breastfeeding in improving breastfeeding rates.
- ◇ Renew action by health systems, healthcare providers and communities to make breastfeeding the easy choice for women.
- ◇ Inform people everywhere of the risks of artificial feeding and the role of breastfeeding for children's development and lifelong health and the health of mothers.
- ◇ Enable mothers to enjoy full support for breastfeeding in health care systems and beyond.

For more information and free downloads: www.worldbreastfeedingweek.org

