

Key Outcome Indicators coherent with WHO's Ten Steps to Successful Breastfeeding

S.No.	Outcome Indicator	WHO's Ten Steps to Successful Breastfeeding
1.	Promotional activities for infant milk substitutes, infant foods and feeding bottles identified during last one month in the facility	Step 1 a
2.	Infant milk substitutes are used without acceptable medical reasons according to the WHO guidelines	Step 6
3.	A written guideline to implement the "Ten Steps for Successful Breastfeeding" is available	Step 1b
4.	Rate of initiation of breastfeeding within one hour in vaginal delivery	Step 4, 5
5.	Rate of initiation of breastfeeding within one hour in cesarean section delivery	Step 4, 5
6.	Rate of exclusive breastfeeding during the hospital stay	Step 6
7.	Use of pre-lacteal feeds	Step 6
8.	Use of artificial teats, soothers and pacifiers in the facility	Step 9
9.	Training of the maternity staff in breastfeeding and IYCF skilled counseling with at least 4 days training course (<i>trained by credible organisations like: BPNI, IBCLC, UNICEF, WHO, NIPCCD, NHM, ICDS, MoWCD, MoHFW etc.</i>) as provided by MAA programme/WHO/UNICEF courses	Step 2
10.	Counseling on breastfeeding during the pregnancy is available (<i>from all the mothers interviewed</i>)	Step 3
11.	Mothers are knowledgeable about hunger cues https://bit.ly/3wxEfMY	Step 5
12.	Assistance provided to the mothers at the time of birth to initiate and establish breastfeeding	Step 4
13.	Rooming in of mothers and babies	Step 7
14.	Breastfeeding committee to supervise breastfeeding programme is available in the hospital	Step 1c
15.	Designated person/nodal person for coordinating the breastfeeding programme is available in the hospital	Step 1c
16.	Skilled breastfeeding counselor is available in the hospital	Step 1c
17.	On-going monitoring and data Management systems on IYCF Indicators are available in the hospital	Step 1c
18.	Mechanism is established in the hospital for follow up counseling services after birth	Step 10