



Technical Guidance - 2

“Implementing WHO’s Ten Steps to Successful Breastfeeding”

The Ten Steps are an integral part of the WHO’s Baby Friendly Hospital Initiative (BFHI). The WHO’s implementation guidance for BFHI emphasizes strategies to scale up to universal coverage focusing on integrating the programme more fully in the health-care system. The Baby Friendly Hospital Initiative (BFHI) aims to focus on private hospitals in order to increase early breastfeeding rates by implementing the Ten Steps -

- 1) a) Comply fully with the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly resolutions for India it would mean Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003.
b) Have a written infant feeding policy that is routinely communicated to staff and parents.
c) 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 as soon as possible after birth.
- 5) Support mothers to initiate and maintain breastfeeding and manage common difficulties.
- 6) Do not provide breastfed new-borns any food or fluids other than breast milk, unless medically indicated.
- 7) Enable mothers and their infants to remain together and to practise 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.

For more information click on the link - <https://www.who.int/teams/nutrition-and-food-safety/food-and-nutrition-actions-in-health-systems/ten-steps-to-successful-breastfeeding>.