



Technical Guidance - 3

“Model Breastfeeding Policy for the Maternity Hospitals”

The hospital Protects, Promotes and Supports breastfeeding by observing following practices:

1. It complies fully with the Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003, and does not allow any violation of the Act in its premises and by the staff.
2. It follows Government of India’s guidelines to ensure initiation of breastfeeding with-in one hour of birth, help babies receive skin to skin contact, avoiding prelacteal feeds and supporting mothers to practice exclusive breastfeeding during their stay in the hospital.
3. It has established an ongoing monitoring and data management system.
4. The staff working in the hospital have sufficient knowledge, competence and skills to support breastfeeding including Positioning, Expressing Breastmilk, Latching and on risks of formulae feeding.
5. During antenatal clinic visits, the staff discusses the importance and management of breastfeeding with pregnant women and their families and obtains informed consent to decide whether the baby will be breastfed or provided artificial feeding.
6. The staff facilitates immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth.
7. The staff supports mothers to initiate and maintain breastfeeding and manage common difficulties such as sore nipple, engorgement nipple, mastitis and teaching mothers how to express breastmilk manually.
8. The hospital does not provide breastfed new-borns any food or fluids other than breastmilk, unless indicated according to the WHO guidelines on acceptable medical reasons for use of breast milk substitutes and lactating women and their families have given consent for it.
https://apps.who.int/iris/bitstream/handle/10665/69938/WHO_FCH_CAH_09.01_eng.pdf
9. The hospital enables mothers and their infants to remain together and to practice rooming-in 24 hours a day.
10. It supports mothers to recognize and respond to their infants’ cues for feeding.
11. The hospital staff counsels mothers on the use and risks of feeding bottles, teats and pacifiers.
12. It provides appropriate information to the parents to have timely access to ongoing support and care after discharge from the hospital and links the mothers to appropriate services for breastfeeding and lactation support services.