

Baby-Friendly USA 10 Steps & International Code and WHO/UNICEF Ten Steps to Successful Breastfeeding (revised 2018)

BFUSA ¹	WHO 2018 Update ²
Step 1 & the International Code	Step 1 - Critical management procedures
<p>Have a written breastfeeding policy that is routinely communicated to all health care staff.</p> <p>Compliance with the International Code of Marketing of Breast-milk Substitutes.</p>	<p>a. Comply fully with the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly resolutions.</p> <p>b. Have a written infant feeding policy that is routinely communicated to staff and parents.</p> <p>c. Establish ongoing monitoring and data-management systems.</p>
Step 2	Step 2 - Critical management procedures
Train all health care staff in the skills necessary to implement this policy.	Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.
Step 3	Step 3 - Key clinical practices
Inform all pregnant women about the benefits and management of breastfeeding.	Discuss the importance and management of breastfeeding with pregnant women and their families.
Step 4	Step 4 - Key clinical practices
Help mothers initiate breastfeeding within one hour of birth.	Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth.
Step 5	Step 5 - Key clinical practices
Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.	Support mothers to initiate and maintain breastfeeding and manage common difficulties.
Step 6	Step 6 - Key clinical practices
Give infants no food or drink other than breast milk, unless medically indicated.	Do not provide breastfed newborns any food or fluids other than breast milk, unless medically indicated.
Step 7	Step 7 - Key clinical practices
Practice rooming in - allow mothers and infants to remain together 24 hours a day.	Enable mothers and their infants to remain together and to practice rooming-in 24 hours a day.
Step 8	Step 8 - Key clinical practices
Encourage breastfeeding on demand.	Support mothers to recognize and respond to their infants' cues for feeding.
Step 9	Step 9 - Key clinical practices
Give no pacifiers or artificial nipples to breastfeeding infants.	Counsel mothers on the use and risks of feeding bottles, teats and pacifiers.
Step 10	Step 10 - Key clinical practices
Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.	Coordinate discharge so that parents and their infants have timely access to ongoing support and care.

¹ Baby-Friendly USA. "Interim Guidelines and Evaluation Criteria for Facilities Seeking and Sustaining Baby-Friendly Designation." Albany, NY: Baby-Friendly USA, 2019.

² Protecting, promoting and supporting breastfeeding in facilities providing maternity and newborn services: implementing the revised Baby-friendly Hospital Initiative 2018. Geneva: World Health Organization and the United Nations Children's Fund (UNICEF), 2018. Licence: CC BY-NC-SA 3.0 IGO