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 the skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.
6. Give infants no food or drink other than breastmilk, 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 pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

The Ten Steps to Successful Breastfeeding form the basis of the Baby-Friendly Hospital Initiative, a worldwide breastfeeding quality improvement project created by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF).

Baby-Friendly hospitals and birth centers also uphold the International Code of Marketing of Breast Milk Substitutes by offering parents support, education, and educational materials that promote the use of human milk rather than other infant food or drinks, and by refusing to accept or distribute free or subsidized supplies of breastmilk substitutes, nipples, and other feeding devices.

Skin-to-Skin

Skin-to-skin contact, also known as “kangaroo care,” benefits premature and full-term babies. Following delivery, your baby is placed naked onto your chest. Studies have shown that babies who are placed skin-to-skin on either mom or dad following birth have better weight gain, less stress and crying, enhanced bonding, improved sleep and improved brain development. These babies are calmer and warmer as they begin bonding and get their breastfeeding journey off to a good start.

Delayed Bath

The time immediately following birth is precious for mom and baby. At Tallahassee Memorial we delay newborns baths 8 to 24 hours postpartum. This delay has limited the stress on baby, therefore increasing breastfeeding rates. Now bath time is a teachable moment for the new family.

Rooming In / Rest and Recovery

Now mom and baby will have a 24 hour period focused on bonding, relaxation and recovery immediately following the birth. This time is invaluable - so we want you to enjoy it. Research shows that mothers and babies rest better when in the same room. This is called rooming in. Rooming in helps you learn how to care for your baby, your baby’s feeding cues, how to feed your baby on demand and helps your baby to recognize you.

Lactation Consultants

As part of the Baby Friendly requirements, all registered nurses who work in the Women’s Pavilion and Children’s Center have extensive education and training in breastfeeding. This surrounds mother and baby with the upmost support. Should you require additional assistance, we are also home to three of the regions top lactation consultants. Additionally, the support doesn’t stop when you leave. Mother and baby can attend a weekly breastfeeding support group offered at A Women’s Place.

Along with our ten steps for successful breastfeeding, it is our hope to encourage mom/baby bonding in every moment possible.

Baby-Friendly

During your stay with us, you may hear the phrase “baby-friendly.” What does that mean?

Tallahassee Memorial is on its way towards becoming recognized by the World Health Organization (WHO) and United Nations Children’s Fund (UNICEF) as a hospital that “offers an optimal level of care for infant feeding and mother/baby bonding.” This process is one that features many different steps and benefits for both mom and baby. We are excited for our high performing Women’s Pavilion staff to receive the recognition they deserve through this accreditation. Here are just a few of the programs we have implemented along this journey:

For more information on the Women’s Pavilion or labor and delivery, please visit TMH.ORG/Women