



# 10 Steps to Successful Breastfeeding

(Revised 2018)

**Proposed** Wording to reflect the NZ Context @ January 2019

Feedback from \_\_\_\_\_

Are you feeding back on behalf of a group or an individual \_\_\_\_\_

If so who \_\_\_\_\_

Contact details \_\_\_\_\_

## Critical Management Procedures

	Comments
<p><b>Step 1a</b></p> <p><i>Comply fully with the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly resolutions.</i></p>	

<p><b>Step 1b</b></p> <p><i>Have a written infant feeding policy that is routinely communicated to staff, <b>access holders</b> and parents.</i></p>	
<p><b>Step 1c</b></p> <p><i>Establish ongoing monitoring and data-management systems.</i></p>	
<p><b>Key Clinical Practices</b></p>	
<p><b>Step 2</b></p> <p><i>Ensure that staff has sufficient knowledge, competence and skills to support breastfeeding.</i></p>	
<p><b>Step 3</b></p> <p><i>Discuss the importance and management of breastfeeding with pregnant women and their families.</i></p>	

<p><b>Step 4</b></p> <p><i>Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth <b>and any opportunity thereafter.</b></i></p>	
<p><b>Step 5</b></p> <p><i>Support mothers to initiate and maintain breastfeeding and <b>lactation to manage common difficulties or when baby is unable to be with mother.</b></i></p>	
<p><b>Step 6</b></p> <p><i>Do not provide breastfed newborns any food or fluids other than breast milk, unless <b>clinically indicated.</b></i></p>	

<p><b>Step 7</b></p> <p><i>Enable mothers and their infants to remain together and to practise rooming-in 24 hours a day.</i></p>	
<p><b>Step 8</b></p> <p><i>Support mothers to recognize and respond to their infants' cues for feeding.</i></p>	
<p><b>Step 9</b></p> <p><i>Counsel mothers on the use and risks of feeding bottles, teats and pacifiers.</i></p>	
<p><b>Step 10</b></p> <p><i>Coordinate discharge so that parents/<b>whanau</b> and their infants have timely access to ongoing support and care.</i></p>	

Thank you



Kia ū, Kia mau, Kia ita

**Jane Cartwright**

Executive Officer

New Zealand

Breastfeeding Alliance

**Mobile: 027 434 1697**

Email: [jane@nzba.co.nz](mailto:jane@nzba.co.nz)

[www.babyfriendly.org.nz](http://www.babyfriendly.org.nz)