

BREASTFEEDING

Just 10 Steps!

The Baby-Friendly Way

Rationale

- Health care facilities play a vital role in the establishment of breastfeeding.
- The Ten Steps to Successful Breastfeeding provide a supportive pathway enabling women to achieve their breastfeeding intentions and guiding the training of healthcare workers in breastfeeding support.
- World Breastfeeding Week this year commemorates the 20th anniversary of the Innocenti Declaration that called for implementation of the Ten Steps in all maternity facilities.
- During these 20 years, more than 20,000 maternities, or about 28% of all maternities in the world, have fully implemented the Ten Steps and have been certified by the Baby-friendly Hospital Initiative (BFHI).
- During this time, rates of exclusive breastfeeding have increased significantly.
- However, reduced BFHI programming worldwide, inadequate training, and weakened compliance with the Ten Steps in accredited maternities are contributing to stagnant or declining exclusive breastfeeding rates in many settings.
- It is time to revisit this approach and to determine where we must go from here.

WABA • World Breastfeeding Week

1-7 August 2010

Objectives of World Breastfeeding Week 2010

- To increase attention to the contribution of the Ten Steps to exclusive breastfeeding.
- To revitalise activities within health systems, and among healthcare providers and communities to support women to achieve their breastfeeding intentions.
- To inform people everywhere that protection, promotion and support of breastfeeding is a mother's right, a child's right, and a human right.
- To enable women and all who care about human rights to fight for health care systems which support breastfeeding.
- To ensure that health workers who care for mothers and babies are adequately trained to counsel and support them in optimal infant feeding.

www.worldbreastfeedingweek.org

2010

JANUARY							FEBRUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
31					1	2		1	2	3	4	5	6
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10	11	12	13	14	15	16	14	15	16	17	18	19	20
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24	25	26	27	28	29	30	28						

MARCH							APRIL						
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JULY							AUGUST *							
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SEPTEMBER							OCTOBER									
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NOVEMBER							DECEMBER								
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28	29	30					26	27	28	29	30	31			

The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

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WORLD ALLIANCE FOR
BREASTFEEDING ACTION

BREASTFEEDING ~ Just 10 Steps! The Baby-Friendly Way

The Ten Steps were presented to the world in the 1989 as the WHO/UNICEF Joint Statement on the Protection, Promotion and Support of Breastfeeding: The special role of the Maternity Services. The Innocenti Declaration in 1990 called upon the world to fully implement the Ten Steps in all maternities by 1995. Twenty years later, more

than 152 countries have Baby-friendly hospitals. They have implemented the Ten Steps, and, with the addition of relevant parts of the International Code of Marketing of Breast-milk Substitutes they have also helped to resist the promotion of commercial infant formula to health care practitioners and the public.

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 skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast milk unless medically indicated.
7. Practise rooming in – allow mothers and infants to remain together – 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

PROGRESS TO DATE ON BFHI AND THE TEN STEPS

Achievements: Today, more than 20,000 maternity facilities worldwide report ever having achieved Baby-friendly status. The BFHI increases exclusive breastfeeding at the local, national and global levels. Increased breastfeeding has been a key factor contributing to recent declines in child mortality (UNICEF 2009).

The Revised Baby-friendly practices include suggested sets of ten steps for programs beyond the hospital, in other health settings and in the community. Where the Ten Steps are in place in hospital, community-based support adds to their effectiveness. But, where there are few steps in place in the hospital, other breastfeeding efforts are less effective.

Challenges Remaining: Unfortunately, we hear reports of lack of commitment, deteriorating hospital practices, and inadequate training of health workers to counsel mothers, even as the evidence of the potential benefits of the Ten Steps grows.

Therefore, it is time to revitalise implementation of the Ten Steps in hospitals, in other health care settings, and in communities and to return our path to the Baby-friendly Way!

“REPAVING” THE PATHWAY TO BREASTFEEDING SUPPORT

Baby-friendly Hospital Initiative revisions and updates: In 2007, UNICEF and WHO completed an update and revision of the BFHI materials that is more user friendly and that offers new approaches to baby-friendly beyond the maternity. While many countries call this initiative “Mother-Baby Friendly,” another recent idea is the International MotherBaby Childbirth Initiative (IMBCI): 10 Steps to Optimal Maternity Services, which has 9 steps for the mother and birth to reduce unnecessary interventions during labour and delivery. Its tenth step includes the Ten Steps to Successful Breastfeeding. **Following the Baby-friendly way will increase breastfeeding rates, and improve the health of mothers and babies around the world.**

Breastfeeding-friendly Practices: We know that with more of the ten steps in place, the more likely women are to achieve their breastfeeding goals. This confirms the importance for every maternity, hospital, clinic, and community to strive to increase the number of steps in place, even if they find it difficult to achieve all ten at once. Hospitals will find that it becomes easier with each new step!

**Taking those Ten reliable ‘Baby Steps’
along the Ten Steps Path will take you far!**

WHAT CAN I DO NOW?

Twenty years after Innocenti – it is a good time to reassess and to consider what we need to do to revitalise and expand the Baby-friendly Initiative, following the TenStep Path in healthcare and beyond. The WABA

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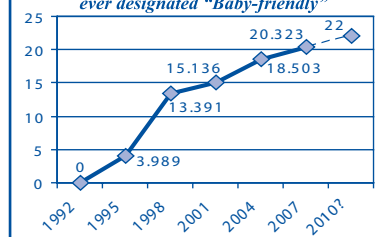
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Trends in Numbers (in thousands) of Hospitals
ever designated “Baby-friendly”



World Breastfeeding Week Action Folder will provide more ideas, but today, consider what you can do NOW, THIS YEAR, to:

1. Help your friends, colleagues and community to find the path.
2. Find out what the status of the Ten Steps and BFHI is in your country and advocate for changes in hospitals
3. Create change at the national level. Advocate for changes in hospitals, maternities and in the wider health care system – health centres, primary care and communities.
4. Improve our world for mothers and children and for our future.

SPONSORSHIP: WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.