

How to Support Breastfeeding *for Providers*

HIGH IMPACT BEHAVIORS *to* PROMOTE BREASTFEEDING



AFFIRM

Say, "As your provider, I support breastfeeding."

Stating your preference for breastfeeding is effective in improving breastfeeding outcomes.

NORMALIZE

Hang a breastfeeding poster.

Showing pictures of breastfeeding mothers and babies promotes a new social norm.

REFER

Refer mothers to community resources.

Engaging community partners, like WIC, also addresses other social determinants of health.

High impact behaviors are EFFECTIVE and EFFICIENT.

BABY-FRIENDLY



TEN STEPS *to* SUCCESSFUL BREASTFEEDING

1

Have a written breastfeeding policy that is routinely communicated to all healthcare staff.

2

Train all healthcare staff in the skills necessary to implement this policy.

3

Inform all pregnant women about benefits and management of breastfeeding.

4

Help mothers initiate breastfeeding within one hour of birth.

5

Show mothers how to breastfeed and maintain lactation, even if 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.

MORE INFORMATION FOR PATIENTS

Provide patients with more evidence-based information, captivating photos and access to local breastfeeding support resources by referring to Coffective's FREE Mobile App. Just search "Coffective" in your app store!

