



WABA World Breastfeeding Week [www.waba.org.my](http://www.waba.org.my)

**The Baby Friendly Hospital Initiative is a world-wide health promotion and quality programme.**

**Find out more at [www.ihph.ie](http://www.ihph.ie)**

- ◇ Does your local maternity unit or hospital take part in the Baby Friendly Hospital Initiative?
- ◇ Has it achieved an award as a Baby Friendly Hospital?
- ◇ Six of the twenty maternity hospitals or units in Ireland are designated as Baby Friendly; is yours one of them?

## **What can you expect in a Baby Friendly hospital?**

### **For all mothers and babies:**

- ◆ A discussion during pregnancy about feeding and supportive practices
- ◆ Mother-Baby supportive labour and birth practices
- ◆ Skin to skin contact at birth for at least 60 minutes
- ◆ An offer of help to start breastfeeding when your baby is ready
- ◆ Baby stays with mother at all times unless there is a medical need for separation
- ◆ Consistent correct information, assistance to learn skills of feeding and help if needed
- ◆ No supplements unless there is a medical need and this is discussed with you
- ◆ Links to on-going support after discharge
- ◆ Protection from marketing of breast milk substitutes, bottles, teats and soothers
- ◆ A whole hospital environment that supports families and good health

### **If mother and baby are separated or ill:**

- ◆ Extended contact between parents and infant including skin contact when stable
- ◆ Information on the importance of human milk for preterm or ill infants
- ◆ Mother is supported and cared for and assisted to establish her milk supply
- ◆ Expressed milk is valued, stored carefully and used
- ◆ Assistance to directly breastfeed when ready

### **A Baby Friendly hospital has:**

- ◆ a written policy stating the care that they provide
- ◆ staff trained to carry out the practices in the policy
- ◆ checks to see that the practices are happening



### **Did you know? Breastfeeding support matters all around the world.**

- ◆ 130 million babies are born every year around the world and 9.2 million will die before they reach age 5.
- ◆ Exclusive breastfeeding for the first 6 months can prevent more than a million avoidable deaths each year; in both rich and in poor families.
- ◆ Breastfeeding is important for mothers' health too. Obesity, diabetes, and some types of cancer are less likely in women who breastfeed.