World Health Organization
Comprehensive Structure of The Ten Steps:

• Policy:
  • Outlining practices to support protection and promotion of breastfeeding
  • Implementation of the International Code of Marketing of Breastmilk Substitutes
  • Routine quality improvement procedures that have monitored the maternity care and infant feeding policies.

• Staff Education and Competency Verification
World Health Organization

Comprehensive Structure of The Ten Steps:

• Key Clinical Practices:
  • Prenatal Education
  • Immediate Skin to Skin and initiation of breastfeeding after delivery.
  • Support with Breastfeeding
  • Supplementation
  • Rooming-in
  • Responsive feeding
  • Artificial Nipples
  • Support/ Care at discharge
The Ten Steps to Successful Breastfeeding
Basis for Baby-Friendly Designation in USA

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 the 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 should be separated from their infants
6. Give newborns no food or drink other than breast milk, unless medically indicated
7. Practice “rooming-in”—allow mothers and infants to remain together 24 hours per day
8. Encourage breastfeeding on demand
9. Give no artificial teats or pacifiers (also called bottle nipples) to breastfeeding infants
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic