



10 steps to successful breastfeeding

Breastfeeding strengthens our children, our communities and our future. At Novant Health, we strive to provide accurate information to help you determine the best way to feed your infant by following the 10 steps to successful breastfeeding, as determined by the World Health Organization.

- 1** We have a written breastfeeding policy that is routinely communicated to all healthcare staff.
- 2** We train all healthcare staff in skills necessary to implement this policy.
- 3** We inform all pregnant women about the benefits and management of breastfeeding.
- 4** We help mothers initiate breastfeeding within one hour of birth.
- 5** We show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
- 6** We give newborn infants no food or drink other than breast milk, unless medically indicated.
- 7** Our facility practices "rooming in" - allowing mothers and infants to remain together 24 hours a day.
- 8** We encourage breastfeeding on demand.
- 9** We do not offer pacifiers or artificial nipples to breastfeeding infants.
- 10** We foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

To help our families become the healthiest they can be, Novant Health does not accept free supplies of breast milk substitutes, artificial nipples or pacifiers from our suppliers.