

WORLD BREASTFEEDING WEEK

August 1 - August 7, 2010



Information Sessions

North Central Bronx Hospital
Wednesday, August 4
10 a.m. - 2 p.m.
Main Lobby

Jacobi Medical Center
Thursday, August 5
10 a.m. - 2 p.m.
Lobby of Building 8

For more information please contact:

JMC - Maria Aviles (917) 762-4134 ♦ NCBH - America Trevino (917) 424-4294

JACOBI MEDICAL CENTER ♦ NORTH CENTRAL BRONX HOSPITAL

Objectives of 2010 World Breastfeeding Week

- ♦ Draw attention to the role of the Ten Steps in improving breastfeeding rates
- ♦ Renew action by health systems, health care providers, and communities to make breastfeeding the easy choice for women
 - ♦ Inform people everywhere of the risks of artificial feeding, and the role of breastfeeding for children's development and lifelong health and the health of mothers
 - ♦ Enable mothers to enjoy full support for breastfeeding in health care systems and beyond

10 Steps to Successful Breastfeeding

Every facility providing maternity services and care for newborn infants should:

- ♦ Have a written breastfeeding policy that is routinely communicated to all health care staff
 - ♦ Train all health care staff in skills necessary to implement this policy
 - ♦ Inform all pregnant women about the benefits and management of breastfeeding
 - ♦ Help mothers initiate breastfeeding within a half hour of birth
- ♦ Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants
 - ♦ Give newborn infants no food or drink other than breast milk unless medically indicated
 - ♦ Practice rooming in - allow mothers and infants to remain together - 24 hours a day
 - ♦ Encourage breastfeeding on demand
 - ♦ Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants
- ♦ Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.