

# Ten Steps to Successful Breastfeeding

**Winter Haven Women’s Hospital strives to achieve the “Ten Steps to Successful Breastfeeding” for breastfeeding mothers in the hospital. Research shows that these steps help get breastfeeding off to the best start.**

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

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in the skills necessary to implement this 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 are separated from their infants.
6. Give infants no food or drink other than breast milk, 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 from the hospital or birth center.

\*Compiled by WHO and UNICEF

**For questions or assistance with breastfeeding,  
call the Breastfeeding Helpline at (863) 294-7068.**