

WHAT IS BABY FRIENDLY?

The Baby Friendly Hospital Initiative is a global program of the World Health Organization (WHO) and UNICEF. Its purpose is to improve maternity services that enable mothers to be successful with breastfeeding.

St. Charles Bend and St. Charles Redmond are currently in the process of seeking the designation of “Baby Friendly Hospital.” This means that we are following the “Ten Steps to Successful Breastfeeding” endorsed by WHO and UNICEF as well and the U.S. Surgeon General, the American Academy of Pediatrics and many others.

Ten Steps to Successful Breastfeeding

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, which allows mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Do not give 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.

As we fine tune our care we welcome your feedback as to how well we are meeting this goals. Please feel free to ask how these steps will apply to you and your experience at St. Charles.