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## Ten Steps to Successful Breastfeeding

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 skills necessary to implement this policy.
- 3 > **Inform all pregnant women** about the benefits and management of breastfeeding.
- 4 > Help mothers initiate **breastfeeding within half an 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 newborn infants **no food or drink other than breast milk**, unless medically indicated.
- 7 > **Practise rooming-in** - that is, allow mothers and infants to remain together - 24 hours a day.
- 8 > **Encourage breastfeeding** on demand.
- 9 > **Give no artificial teats or pacifiers** (also called dummies or soothers) to breastfeeding infants.
- 10 > Foster the establishment of **breastfeeding support groups** and refer mothers to them on discharge from the hospital or clinic.

Source: Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services, a joint WHO/UNICEF statement published by the World Health Organization.

# Breastfeeding with pleasure – IBCLCs can assist you

## IBCLCs ...

- › help mothers to develop skills and techniques so breastfeeding can go well, right from the start
- › advise and provide support for mothers – from the pregnancy throughout the entire breastfeeding period and even beyond weaning
- › support mothers with special challenges, after Cesarean section, with premature or ill babies, with multiples, with maternal illnesses, with the return to work
- › help mother and baby with breastfeeding problems
- › support women who decide to wean
- › support women to achieve their own goals and experience breastfeeding positively
- › contribute to the health of women and babies and lower health care costs.



Foto: Kurt Grabherr



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Contact your IBCLC

Contact data



## IBCLC

International Board Certified Lactation Consultants are the only internationally recognized specialists for breastfeeding and lactation with a medical background.

The decision to breastfeed or not breastfeed has short- and long-term effects on the health of the child and the mother. However, breastfeeding is not always easy and may possibly require professional, expert support.