

WHAT YOU CAN DO TO ASSURE YOUR NEIGHBOURHOOD HOSPITAL OR HEALTH FACILITY IS "BABY-FRIENDLY"!



Photos: UNICEF



CONTAINED IN THIS FOLDER:

Information about the Baby-Friendly Hospital Initiative; Baby-Friendly Hospital Survey; World Breastfeeding Week; Action Ideas; The global importance of breastfeeding; Ten Steps to Successful Breastfeeding poster; Useful addresses for more information.

Baby-friendly hospitals create an environment which supports women in their desire to breastfeed. Staff at baby friendly facilities provide assistance to breastfeeding mothers and implement policies which safeguard the breastfeeding relationship. The global standard for maternity services, which is now defined as baby-friendly care, was published in 1989 by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) in a joint statement entitled *Protecting, Promoting, and Supporting Breast-feeding: The Special Role of Maternity Services*.

The Baby-Friendly Hospital Initiative was launched by UNICEF and WHO with the cooperation of other international non-governmental organizations. Baby-friendly certificates recognize hospitals which implement all of the Ten Steps to Successful Breastfeeding. Such recognition is a goal and incentive for hospitals which need to revise their current policies and practices.

You have a unique opportunity to join the Baby-Friendly Hospital Initiative by taking action which urges government legislation for the implementation of the International Code of Marketing of Breast-milk Substitutes, ensures hospital participation in the campaign and celebrates the importance of breastfeeding for the health of the world's children on 1- 7 August, **WORLD BREASTFEEDING WEEK!**