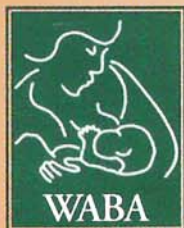


Helping Your Neighborhood Hospital or Health Facility to Be Baby-Friendly



Since its launch by UNICEF and WHO in 1991, the Baby Friendly Hospital Initiative (BFHI) has grown into a unique international phenomenon, capturing the imagination and harnessing the support of other international organizations, health workers, breastfeeding advocates, policy makers, and mothers in both developing and developed countries. The BFHI was clearly the right initiative at the right time. It galvanized numerous resources available globally and provided a focus and facilitated political will at the highest levels as never before. Although a tremendous amount has been accomplished, our work is far from over. Many maternity facilities have yet to attain designation as Baby-Friendly and the quality of those that have been so designated needs to be sustained. Though there have been challenges, the rewards have been great.

This folder is designed to share some examples of the accomplishments thus far and to suggest ways that we all can continue to contribute to this remarkable global effort. What started as a campaign can, with your help, evolve into an institutionalized change in how breastfeeding is promoted and supported, not only in maternity facilities, but in other institutions and our communities as well.



This folder was originally developed to support the first World Breastfeeding Week in 1992. This special updated version remains designed for a wide variety of audiences including mothers, health workers, hospital staff and national decision makers.

The folder contains:

- Information on why breastfeeding is of global importance
- A Baby-Friendly Hospital checklist
- The Ten Steps for a Baby-Friendly Hospital
- Updated information on the BFHI
- BFHI action ideas
- Useful addresses

