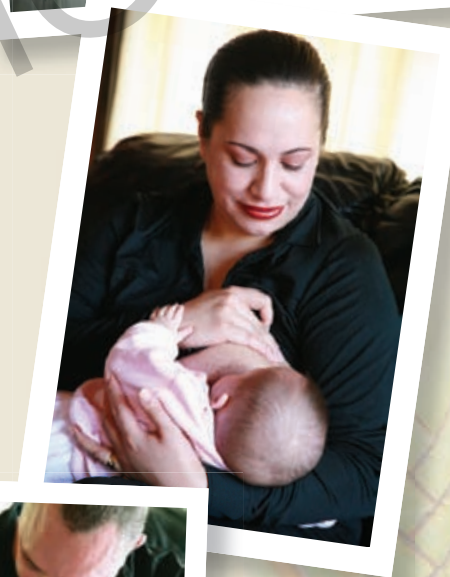


The Baby-Friendly Community Initiative (BFCI)

The BFCI is based on 'The Seven Point Plan' for the Protection, Promotion and Support of Breastfeeding in the Community

- 1 Have a written breastfeeding policy that is routinely communicated to all staff and volunteers.
- 2 Train all health care providers in the knowledge and skills necessary to implement the breastfeeding policy.
- 3 Inform pregnant women and their families about the benefits and management of breastfeeding.
- 4 Support mothers to establish and maintain exclusive breastfeeding to six months.
- 5 Encourage and support breastfeeding beyond six months with appropriate introduction of complementary foods.
- 6 Provide a welcoming atmosphere for breastfeeding families.
- 7 Promote collaboration between health care providers, breastfeeding support groups and the local community.



Kua fakaaogā i te fakatagaga mai te:

- UNICEF UK Baby Friendly Initiative, 1999
 - The Baby Friendly Initiative in Community Health Services, 2002 - The Breast Feeding Committee for Canada
- English 08/09