



New Zealand  
Breastfeeding  
Authority

## **Baby Friendly Hospital Initiative**

The Baby Friendly Hospital Initiative (BFHI) has two main goals:

- To transform facilities providing maternity services and care for newborn infants through implementation of the Ten Steps to Successful Breastfeeding (The Ten Steps).
- To end the practice of distribution of free and low-cost supplies of breastmilk substitutes to hospitals and health care facilities.

# **The WHO/UNICEF International Code of Marketing of Breastmilk Substitutes**

## **Summary of Main Points**

1. No advertising of breastmilk substitutes in the health care system or to the public.
2. No free samples to be given to mothers or pregnant women.
3. No free or subsidised supplies to hospitals
4. No contact between company marketing personnel and mothers.
5. Materials for mothers should be non-promotional and should carry clear and full information and warnings.
6. Companies should not give gifts to health workers.
7. No free samples to health workers, except for professional evaluation or research at the institution level.
8. Materials for health workers should contain only scientific and factual information.
9. No pictures of babies or other idealising images on infant formula labels.
10. The labels of other products must provide the information needed for appropriate use, so as not to discourage breastfeeding.

# 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 skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers to breastfeed 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 breastmilk, unless medically indicated.
7. Practice rooming-in - 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 establishments of breastfeeding support groups and refer mothers to them on discharge from the hospital.

# New Zealand Ministry of Health

## Breastfeeding Definitions

Exclusive breastfeeding: The infant has never, to the mother's knowledge, had any water, formula or other liquid or solid food. Only breastmilk, from the breast or expressed, and prescribed\* medicines have been given from birth.

\*Prescribed as per the Medicines Act 1981

Fully breastfeeding: The infant has taken breastmilk only, no other liquids or solids except a minimal amount of water or prescribed medicines, in the past 48 hours.

Partial breastfeeding: The infant has taken some breastmilk and some formula or other solid food in the past 48 hours.

Artificial feeding: The infant has had no breastmilk but has had alternative liquid such as infant formula with or without solid food in the past 48 hours.