

What is baby friendly?

“The Baby-friendly Hospital Initiative (BFHI) was launched by WHO and UNICEF in 1991, following the Innocenti Declaration of 1990. The initiative is a global effort to implement practices that protect, promote and support breastfeeding.” WHO/UNICEF global documents.

97% of maternity hospitals in New Zealand are “Baby Friendly”. Under “Baby Friendly” mothers can expect;

