

# We are baby-friendly!



We realize that families consider many things when deciding on how to feed their babies.

Our goals:

- Families have all the facts they need to make informed choices as to how they will feed and care for their babies.
- Families feel their choices on feeding are supported and respected.
- Families have all the support they need to reach their goals for feeding their babies.

## 10 ways we are baby-friendly

Here is how we are making sure all families feel safe and confident feeding their babies.



### Follow baby-friendly policy

We respect how families choose to feed their babies. We encourage and support breastfeeding or chestfeeding as the preferred way to feed babies.



### Feed only your own milk

We share the benefits of feeding babies only human milk for the first 6 months, unless there are medical reasons to give extra milk. For families who choose to give formula, we help them to do so safely.



### Educate staff

We make sure we have the knowledge and skills to support all families to reach their goals for feeding their babies.



### Stay together

We keep families and babies together right from birth, unless there are medical reasons to separate them. We work to reunite families and babies as soon as it is medically safe to do so.



### Plan ahead

We offer families information during pregnancy to help them make informed choices on how they will feed their babies.



### Respond to hunger

We help families get to know their babies' early signs of hunger. We share why it is good to start adding solid foods at 6 months. We encourage families to continue to breastfeed or chestfeed for up to 2 or more years.



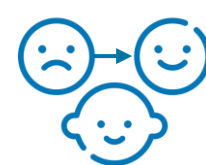
### Cuddle often

We help families get feeding off to a good start. We do this by placing babies safely skin-to-skin as soon as possible. We promote ongoing safe skin-to-skin every day for the first month and beyond.



### Comfort baby

We teach ways to soothe babies, such as holding safely skin-to-skin, rocking, talking, and singing. We explain how baby bottles and pacifiers could affect breastfeeding or chestfeeding. This helps families decide if they want to use them.



### Learn how to feed

We support families with their babies' first feeds. We help families learn common hunger signs, how to start feeding, ways to continue, and how to deal with feeding challenges.



### Support in community

We give information to families on how to get ongoing feeding support in their communities. We support the right to breastfeed or chestfeed babies in public areas. We work with our communities to support this.

**We welcome breastfeeding or chestfeeding anytime, anywhere.**

