

### **Stage 1: Policies and Planning**

- Have a written breastfeeding policy that is routinely communicated to all health care staff

### **Stage 2: Staff Education**

- Train all health care staff in the skills necessary to implement this policy

### **Stage 3: Parents' Experiences**

- Inform all pregnant women about the benefits and management of breastfeeding
- Place babies in skin-to-skin contact with their mothers immediately following birth for at least an hour and encourage mothers to recognise when their babies are ready to breastfeed, offering help if needed
- Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants
- Give newborn infants no food or drink other than breastmilk, unless medically indicated
- Practise rooming-in: Allow mothers and infants to remain together 24 hours a day
- Encourage breastfeeding on demand
- Give no artificial teats or dummies to breastfeeding infants

### **Full Accreditation**

- Once all standards are fully met, accreditation is awarded.

### **Re-accreditation**

- Re-accreditation occurs every 3 years. Exceptional facilities are able over time to achieve the prestigious Silver or Gold Accreditation