

B^r

Acknowledgments

H V X R E W M j R T \ ` h j U X V R U e Y R \ R j | T _ e c z f e c d R U c v g z h v d ` W *The CDC Guide to Breastfeeding Interventions* E Y V W W c d ` W R _ V 9 V Z Z L A Y 5 L : 3 4 = 4 L C = 4 L
5 V S ` d r y 8 R f d R A Y 5 L 5 Z R R E ` ` ^ V L 3 R S R R = R e Y R ` L C 5 L = 5 L
4 R c] > R I 8 ` h R _ L > A 9 L C 5 L = 5 L C ` S Z 9 R ` c M > A 9 L C 5 L R _ U ^ V ` S V d
` V e V 4 5 4 @ S V d k j E V R ` Y M a U ^ R V e Y Z I U T f ^ V _ e a ` d d S j V Z

A f S j Z I R Z _ D f a a ` c e h R d a c ` g Z U S j A R j | R U Z _ A R e V d L : T Z f _ U c 4 ` _ e c R T e ? ` Z # ! ! *) ! ! ! % &
W e e V ? R e Z _ R j 4 V _ e c W c 4 Y c ` _ T 5 Z M R V A c v g _ e Z _ R _ U 9 V R e Y A c ` ^ ` e Z _ L
4 V _ e d W c 5 Z M R V 4 ` _ e c] R _ U A c v g _ e Z _ I F Z Z 5 V a R e ^ V _ e ` V 0 V R e Y R _ U 9 f ^ R _ D V c g Z I V Z

A Y ` e X R a Y d T _ e R Z _ U Z _ e Y Z I X Z M h V c V a f c I Y R U d j M j W e V U T R Z _ R j a f c a ` d d
R _ U ^ R j _ ` e S V d a c U F T U W c T ^ ^ V e I Z j f d Z

Recommended Citation

D Y R j < C L = Z C L 3 V _ e _ 1 5 R e Z I L 8 d f ^ ^ V d D e R h _ = > *The CDC Guide to Breastfeeding Interventions* 2 e R _ d r F Z Z 5 V a R e ^ V _ e ` V 0 V R e Y R _ U 9 f ^ R _ D V c g Z I V L
4 V _ e d W c 5 Z M R V 4 ` _ e c] R _ U A c v g _ e Z _ L # ! ! & Z

7 ` c ^ ` c V Z W c ^ R e Z _ ` c e U h _ j R U e Y Z I U T f ^ V _ e ` c d V e Z _ d ` V e Y Z I U T f ^ V _ e a j R V g Z I Z

Y e a z h h h Z I U Z X g z S c R e W U Z X

E ` c b f V e R U U Z _ R j T a Z d ` V e Y Z I U T f ^ V _ e a j R V V R j ` f c c b f V e e



S W F Z M T U I Z X g

` c h c Z V e f d R e Y V W j | h Z X R U c d R U c b f V e
The CDC Guide to Breastfeeding Interventions

> R e V c _ R j R _ U 4 Y Z U ? f e c Z Z _ 3 c R _ T Y L 5 Z Z Z _ ` W f e c Z Z _ R _ U A Y j d I R j 2 T e z z j
? R e Z _ R j 4 V _ e c W c 4 Y c ` _ T 5 Z M R V A c v g _ e Z _ R _ U 9 V R e Y A c ` ^ ` e Z _
4 V _ e d W c 5 Z M R V 4 ` _ e c] R _ U A c v g _ e Z _

4`_eV_æd

Introduction

:_æ`UfTeZ_ 
F dZ_XEYd8 fZV 

Evidence-Based Interventions

> Ræc_Zj 4RcVAcrTeZVd



:_æ`UfTèZ_

F dZ_XE YZl8 fZUV

:_æ`UfTèZ_

:_æ`UfTēZ_



Ac`eTēZ_īac`^`ēZ_IR_Ufāa`ce`VScRēWUZ_XRcV
TēZIR]afS]T]YR]ēY_WUd`HealthyPeople2010`dēdX R]d
WcZ_TcRēZ_XS`ēYScRēWUZ_XZ_ZRēZ_ R_UUf`RēZ_
R_UUWcRēZ_XUZ`RēZ`ZdZ_ēYVd`RēVDR]c`dR]a`af]R
ēZ_dZ_ēYVf`ZAUDeRēVē`_TcRēWUZ_XZIR]d
R^ R]`cac`XR` RcR` VēV4V_ēcdWc5_ZRēV4`_ē`]R_UAēVēZ_`d]CDC/
DeR]3R]U? fēcZ`_R_UAYj`ZIR]2TēZj Ac`XR` ē`AcVē_e@SVēj R_U
@ēVc4 Yc`_ZT5_ZRēVēZ

Increase the proportion of mothers who	
16-19a	In the early postpartum period to 75%
16-19b	At 6 months to 50%
16-19c	At 12 months to 25%

> J

ē o

the te r f

c v

c

At e i

Although human milk banking fulfills unique medical needs and requires greater support throughout the United States, it is not discussed in this guide. Banking human milk is not included because it is not an intervention to promote or support breastfeeding per se. The reader can obtain specific guidance on establishing a milk bank from the Human Milk Banking Association of North America (<http://www.hmbana.org>).

YRgVR_ VhRSJZMUYZè ç `cRdc`_XcRZ_RVZH V
 UZif dRj] ^ R` cç aVd` VZ_èçgV_èZ_d`_`h_ è YRgV
 SW_ Z a]V` V_eU` ceY fXYeè ac` ^ `èVR_Ud faa` ce
 ScRdWUZ_XZ

2 dçRUvdUMZUvhYReç aVd` VScRdWUZ_XZ_èçgV_è
 èZ_dè Z a]V` V_e]` TRljLèYj RçVV_T fçXUeYc fXY
 ` feèYVa]R_ Z_Xac` TVde` Z_T ca` çVR_ Z_VRdçTèf çV
 è Wc^ Rlj VçRf RçVèVZ_èçgV_èZ_ ZUZZ_RljL
 hYcVa` dçS]LèYj RçVfçXUè Sc` Ruj UZHV` Z_Rç
 èVZ_ VUZ_XLçhVIZRlj Z_ aWdççZhVU[fç R]dè

YVja Xc` h èVTR` _ ` WçZUV_TV`_ ScRdWUZ_XZ_èçgV_èZ_dR_UZ
 èfç` R]Zè` èYVdZ` ^ R_Z_XVçZUV_TMSRMUMIZè_d`_ ScRdWUZ_XZ
 AfS]ZYZ_XVçRfRèZ_ URZIZVçhVIZRlj Z_ a` çR_ èZVR_ Z_èçgV_èZ_ ZI
 TY` d`_ hY` d`VWVIZçV_VdYRd`_ èSW_ Wc^ Rlj VhRSJZMUYZ

:_ UçgV` aZ_XèYZIX`ZM454` çTVçZUUVçZUUZ` afèR_ UTçZçfVW` ^
 VhRSJZMUYV` aVçdçVçdV_ èZ_XèYVçhVIZèf` ^ ` VScRdWUZ_XZ_ èYV
 F_ ZAUDèRçVdRdhVj] RçW` ^ ac` WçZ_ R]dh` ç`Z_XhZèYZ` çRèVYR]èY
 UàRcè` V_èdhZèYZ` èYVçR` Vh` ç` `VèV454` DèRèV3RMU? feçZ_
 R_UAY` çTR` 2TèçZj` Ac` XR` è` AcçgV_e@SVçZj` R_U@èYc` 4Yc`_ZT
 5` ZMçVèYVZ` çRfRS]VZ` afèW` ^` èYVçV` aVçdYVjaUWIF` dR_ UçWV
 èYZIX`ZMUR_ UèYf` dZ` ac` çVZèçV` V_U` fçj]Z

EYVTRèVd` VèYZIX`ZMURVUZçZUUZ` è` èh` TRèX` çZdèYRèVSRMU` _
 VçZUV_TV` Wc` VVWIZçV` VdZ`_ èYVçZè` TRèX` ç]èYV` VçZUV_TV` ZIdç` ZMUR` è
 Z_ èYVdM`_ UèZèZ]Z` ZèUçZ` RUCdç` f]U`_ èVèYRèd` ^` VZ_ èçgV_èZ_d
 YRgV`_ èSW_ d`_ h_ è` SVWVIZçV` *standing alone* SfeYRgVSW_ VçRfI
 RèU` hYV`_ Z]fUURdIT` ^` a`_ V_èd` VVWVIZçV` *multifaceted* Z_ èçgV_èZ_ çZ`
 :_ èçgV_èZ_d` VèYZèç` aVRèVUdITç` SURdç` TY` hZèYZ` èYVç6çZUV_TV` W
 6` VVWVIZçV` Vdç` dVèZ`_ Z454` U` Vd`_ èUZIT` fçXVZ_ èçgV_èZ_dhZèYZ` ZèU
 VçZUV_TV` VVWVIZçV` Vdç` SfeçT` ^` ^` V_ UèYRèZèYj` RçVf` dULR_ VçRfI
 RèZ`_ ` VèVZ` VVWVIZçV` Vdç` SVTR` çZU` feSW` çVhZMj` UZHV` Z_RèZ` XèYV
 Z_ èçgV_èZ_ Z



EYZIX`ZMUR` ^` ç` Raac` ac` çVj` fçMURdR_ Z_ èç` UFTèZ`_ è` èYV` Rçj
 Z_ èçgV_èZ_dèYR` YRgVSW_ UçgV` aUè` ac` èVITè` ac` ^` ` èVR_ Ud faa` ce
 ScRdWUZ_XZ` da`]Zj` ^` R` Vdç` SWZ` è` Wif` d`_ RaRçZIF` RçZ_ èçgV_èZ_ L
 èYj` TR_ T`_ d`]èYAc` XR` 6iR` a]Vèç` CVd` fçTVèç` UèYVy` =` Zè` W
 CVWV` TVèç` Ribf` ZV` ^` ` çVZ` HUàèY` Z` Wc` RèZ`_ R_ Uè` T`_ èR]è` èYVd
 hY` YRgVZ` a]V` V_eUèYVZ_ èçgV_èZ_ Z

Using This Guide

EYZU Tf^ V_eac`gZMXZLR TVR_UUZVtZ_ Z d]VtZ_XRScRbWUZ_XZ_eVgV_eZ_Ž:e`Wwd
eYV^`deVgR_eZ_Wc^ RZ_`_ VRIY_ajAV`VZ_eVgV_eZ_è YJa eYVcRUc^ R_VhZVUMtZ_dŽ

EYVWJ]`hZ_XTRAX_cZd`VZ_Wc^ RZ_ YRgV
SW_Z_TjfUU+

Definition

3cZMj UdIcZVdeVZ_eVgV_eZ_IZ_TjfUZ_X

ZdeR_XeR_UZ_IVRbWUZ_XRj_d`Zd`°°`gVZ_/Vda`à RZ_dp d`a`
_SYAJ Đ0 ĐPN pOAPTHE INTERVENTIOD CG D CG •`\$ENCE OFI
EPQTHE APT@OOP EpPđÀD CG"0 ^IO 0 ĐĐ@P ANTIOC@pFP THE/

ZgRZRSjVŽ

Z a]V`V_eZŽ

> Rev_c_zj 4 RcvAdRTZTd

Definition

> Rev_c_zj TRVadRTZTdVREUè SèVREWUZ_XèVajRIVUfèZ_X
èVintrapartumY dZRFidRIdTYRdactRTZTdVREUè Z ^ VZREV
ad_VRR TRVLRVUèZ_X]S CR_USèZ_XLR_UpostpartumTRVŽ

D ^ V ^ IRVèZ@TE ^ Rev



Z_W eđRSZj è dTJVZ_R `cXR_ZKUR_UWWWI
 ežV^ R_VcReYVScRtZ_W edhY Rvafee è eV
 ScRbhZYZ eV_VW_WWh Y fcdR_WcSZeYT_{_}e_fV
 ScR_WWUZ_X]`Xc eYR eY dhY dV_WScR_WWU
 Z_XZIUMR_VUZ> `eV_WdhY c`^ IZ_hZY eV_ZZ_Wed
 hZ_YYR_g^ `dV`aa`e_f_Zde` adR_WZVScR_WWUZ_X
 SVIR_d V_WVZ_W eđac`iZ_Zž

3cR_WWUZ_XZIR_V e_eV_Vj eZ_V dV_dZ_gV_cR_Z_I
 d_Zž6i aV_ZTVdhZ_YScR_WWUZ_XZ_eV_WWhY fcd
 R_UUR_d V_WW_dX_ZIR_ej Z_WV_TVR_ZW_ed_Wed_W
 WUZ_XZ₃VIR_d V_WdZ_Ve_cZ_WIR_Vc_WR_Z_d_ZhZ_YeV
 SZeYMaV_ZTVScR_WWUZ_X^ f_dSV_daa`e_Ue_cf_XY_fe_eV_W^ R_ed
 _Z_jY d_ZR_Yd_RL`ea`da`_U_f_e_ZeV_ZW_eX_WY^ V_Z

Evidence of Effectiveness

2 **Cochranereview**⁶ W_f_U_eY_Re_Zd_Zf eZ_{_}R_jTYR_XdZ_^ R_ec_Zž_j TRV
 adR_WZV_WW_WW_Wž_Wj Z_TVR_UScR_WWUZ_XZ_ZR_Z_R_UU_fd_RZ_
 d_eV_ZEY_WTYR_Xd_{IR} S_Va_Re`W_RT^ ac_VY_dg_Vd_eW_YR_Xd_fTY
 R_eY_dZ_aj_V_V_eU_Zaf_cd_Z`**WBFHI** *1Baby Friendly Hospital
 Initiative*⁷U_WX_Re_Z_i_VRS_ZW_US_je_VH`c_U9_WR_eY@c_R_ZR_Z_
 I_WH_ON_UN_IC_EF⁸`c_eY_jTR_{SV}Z_UZ_fR_jZ_eg_Ve_Z_d_dTY_Rd
 Z_TVR_ZX_eV_c`^Z_XZ`W`e_YW_dR_{US}RS_Zd`c_UZ_W_e_Zf_ZX_a^_ZW_d
 e_Re_RV`e_Vg_ZU_{TV}SR_Mi_VZ_Zc_fe_ZV_{prelacteal feeds}⁹

3ZeY_WZ_Zd_eY_ReY_Rg_VR_IY_gU₃79: U_WX_Re_Z_e_ja_ZIR_jMaV_ZTV
 R_ZZ_TVR_VScR_WWUZ_Xd_eV_Z:_RU_UZ_L5_Zž_W^ V_eR_ZW_f_U
 R_cV_Re_Z_d_Za_SV_hW_eV_f^S_Vc`W_Ba_by_Fr_ie_nd_ly_Ho_sp_it_al_Ti_fU_UZ_eV
 TenSteps_{to}SuccessfulBreastfeeding¹⁰ V₃79:/Z_aj_RI_VR_eRS_ZeY_WZ_Zž_j
 R_UR^`e_YW_dScR_WWUZ_Xd_TTV_WY_Re_Yc_dW_f_U_eY_Re^`e_YW_d
 MaV_ZTV_X`_V_We_VTenSteps_{to}SuccessfulBreastfeeding_Wf_ZW_UW_c
 379: U_WX_Re_Z_i_dW_eM_eS`i/U_fc_ZX_eY_Zd_Rj_hV_VW_Xe_eZ_Vd_Rd
 j_ZV_je`d_ea_{ScR}_WWUZ_XS_WW_Vh_Wd_Re_Yd_VMaV_ZTV_XW_Vd_eV_dž_W
 E_YZ_WU_ZX_Va_YR_Wd_eV_gR_fV_Wa_jV_Ve_ZX_ZT_V^_Ve_Rj_{TYR}_X
 h_ZY_Ze_VY_dZ_Rd_eZ_XZ

6U_TIR_ZX_Yd_ZR_dW_Wc`f_XY_RS_IUR_je_RZ_ZX_ac_XR_YR_dSW_dh_{_}
 e_VY_RTV_T^_aj_ZTV_hZ_Y`ae_ZR_j^_Re_cž_jTR_Va_dR_WZ_VDR_UZ_TVR_d
 d_eV`V_{ScR}_WWUZ_XW_ZF_dV_WR_IZ_Wd_Sj`_h_S`c_dZ_{IR}d_TW_Uh_ZY
 W_hV_WU_ZX_da_VUR_RUR_d^_ec_eU_fd_RZ`_V_{ScR}_WWUZ_Xg_VR_jž_#

D

4`_eZf`fddf`aa`ceUf`cZ`X]RS`cf`dZ`XceRZ`U]RS`cRtZtR`edf`TYRd
doulas`YRdSW`d`h`e`Z`ac`gV`ScRtWU`X`f`eT`^`VZ`&`^`^`VU`R`V
dZ`le`ldZ`T`_eR`TeS`Vh`W`^`^`eY`Vc`R`U`Z`W`e`YR`dSW`R`d`T`R`eU`h`Z`Y
]`_X`c`U`f`d`e`Z`_`V`S`c`R`t`W`U`Z`X`Z` 4`_g`V`c`M`j`L`S`Z`e`Y`Z`X`a`c`R`t`Z`V`d`f`TY
R`d`U`M`R`j`U`e`Z`_`Z`X`^`W`U`c`S`c`R`t`W`U`Z`X`R`U`e`Y`V`f`d`V`W`R`S`^`c`R`R`X`V`Z`T`E`
V`a`Z`f`d`R`j`R`V`e`Y`V`Z`E`R`U`d`f`c`X`Z`R`j`i`T`V`R`V`R`/`S`Z`e`Y`*`Y`R`g`V`R`j`]`S`W`_`U`V`^`_`f`
d`e`R`U`e`_`V`R`e`g`V`j`Z`a`R`T`e`S`c`R`t`W`U`Z`X`Z`

Description and Characteristics

Baby Friendly Hospital Initiative

E`Y`V`T`e`n`S`t`e`p`s`Y`R`g`V`S`W`_`Z`a`j`V`_`V`_`e`U`Z`_`_`g`V`c`"*`E`!!`^`R`e`V`c`_`Z`j`T`R`c`V
W`U`Z`Z`d`h`^`c`j`U`h`Z`U`R`d`a`R`e`^`V`e`Y`V`B`a`b`y`F`r`i`e`n`d`l`y`H`o`S`p`i`t`a`l`I`n`i`t`i`a`t`i`v`e`1`3`7`9`:/`Z`
E`Y`V`e`c`^`_`y`S`R`S`j`W`U`_`U`j`%`a`R`d`d`M`V`I`e`U`Z`_`a`R`c`e`S`V`I`R`f`d`V`Z`T`f`j`U`S`V`R`a`c`^`a`c`Z`
R`e`M`j`e`d`R`_`d`R`e`U`Z`_`e`^`j`R`_`X`R`X`d`R`j`]^`g`V`c`e`Y`V`h`^`c`j`U`Z`5`V`d`X`R`e`Z`_`R`d`R`3`7`9`:
W`U`Z`Z`j`d`b`f`Z`V`d`e`Y`W`U`Z`Z`j`e`U`V`^`_`d`e`R`e`V`R`U`M`V`V`_`T`V`e`R`j`]`T`e`n`S`t`e`p`s`e`
^`f`e`d`Z`U`V`g`R`j`f`R`e`c`Z`6`R`I`Y`^`V`e`Y`V`T`e`n`S`t`e`p`s`Y`R`d`U`M`R`j`U`c`b`f`Z`V`^`V`_`e`d`Z`7`c`
V`I`R`^`a`j`V`L`e`V`a`^`d`b`f`Z`V`d`W`U`Z`Z`d`e`a`f`c`Y`R`d`R`j`]`Z`_`W`_`e`W`c`^`f`j`R`W`c`a`R`e`Z`_`e`d`
R`e`W`c`^`R`_`V`e`g`R`j`f`V`Z`6`g`R`j`f`R`e`Z`_`Z`I`T`^`a`j`V`e`U`e`Y`c`f`X`Y`R`
^`_`j`d`e`V`g`Z`e`Y`R`e`Z`T`j`f`U`d`Z`_`e`V`g`Z`h`d`h`Z`Y`^`f`j`e`a`j`V`d`R`W`R`_`U`
a`R`e`Z`_`e`d`R`_`U`T`Y`R`e`c`V`g`Z`h`d`Z`4`f`c`V`_`e`j`L`W`h`V`c`e`Y`R`_`&`Y`d`a`Z`R`j`d`
R`_`U`^`R`e`V`c`_`Z`j`T`R`c`V`W`U`Z`Z`d`Z`_`e`Y`V`F`_`Z`A`U`D`e`R`d`T`R`c`j`3`7`9`:
U`V`d`X`_`R`e`Z`_`Z`



> R`j`U`Z`W`c`V`_`e`j`a`V`d`^`W`U`Z`Z`d`Y`R`g`V`R`I`Y`Z`g`U`3`7`9`:
d`e`R`f`d`
Z`_`e`Y`V`F`_`Z`A`U`D`e`R`d`Z`T`j`f`U`Z`X`g`V`j`d`^`R`j`]`W`U`Z`Z`d`d`v`g`Z`X`
a`c`Z`R`e`Z`j`^`h`l`c`Z`L`Y`Z`X`Y`Z`T`^`V`l`a`c`Z`g`R`e`V`j`Z`_`d`f`c`U`a`R`e`Z`_`e`d`
R`d`h`V`j`R`d`g`V`j`j`R`X`V`W`U`Z`Z`d`d`v`g`Z`X`^`d`e`j`Y`Z`X`Y`c`Z`L`
j`h`l`Z`T`^`V`l`a`f`S`j`Z`j`j`Z`_`d`f`c`U`L`^`c`f`_`Z`_`d`f`c`U`a`R`e`Z`_`e`Z`

4`^`a`c`Y`V`_`d`g`V`Y`d`a`Z`R`j`d`i`^`W`U`Z`_`X`^`V`U`Z`Z`_`L`d`f`c`X`g`j`L`S`d`e`V`c`Z`T`L`e`V`Z`L`
^`Z`e`R`j`W`U`Z`Z`d`R`_`U`V`W`d`R`_`U`Z`X`S`Z`e`Y`T`V`_`e`d`Y`R`g`V`R`j`R`I`Y`Z`g`U`3`7`9`:
d`e`R`f`d`Z`C`V`R`U`j`V`d`i`^`V`e`Y`V`e`j`a`V`^`W`U`Z`Z`j`L`e`Y`d`V`R`I`Y`Z`g`Z`X`3`7`9`:
U`V`d`X`_`R`e`Z`_`
d`W`Z`_`a`c`^`g`U`Y`V`R`e`Y`^`f`e`T`^`V`d`W`c`Z`_`W`_`e`d`R`_`U`^`^`e`Y`V`d`R`d`h`V`j`R`d`X`C`V`R`c`
a`R`e`Z`_`e`R`_`U`d`R`W`R`e`Z`A`N`T`e`Z`_`Z`

Incremental Change

:`_`R`U`U`Z`_`e`^`d`W`c`^`Z`X`^`R`e`V`c`_`Z`j`T`R`c`V`a`c`R`t`Z`V`d`e`Y`c`f`X`Y`f`e`e`Y`V`W`U`Z`Z`j`L`
Y`d`a`Z`R`j`d`R`_`U`^`e`Y`V`c`T`R`e`V`T`V`_`e`k`d`T`R`_`Z`a`j`V`_`V`_`e`T`Y`R`_`X`d`^`_`V`R`e`R`e`Z`_`V`e`Y`R`e`
Z`T`c`V`_`V`_`e`R`j`j`Z`_`a`c`^`g`V`^`R`e`V`c`_`Z`j`T`R`c`V`R`_`U`S`c`R`t`W`U`Z`_`X`^`f`e`T`^`V`d`>`R`j`
W`U`Z`Z`d`Y`R`g`V`Z`_`d`e`f`e`U`Z`_`T`c`V`_`V`_`e`R`j`T`Y`R`_`X`V`Z`e`Y`V`c`e`^`a`c`V`a`R`V`e`^`a`f`c`f`V`
3`7`9`:
d`e`R`f`d`^`c`R`d`R`_`R`e`V`c`_`R`e`g`V`e`^`e`Y`V`T`^`a`c`Y`V`_`d`g`V`R`a`c`R`I`Y`d`R`_`V`_`S`j`

379:Ž2dVgZU_TVViZhdWcVRiY`VeV TenStepsZ_UgZfRlj RdhVj| Rd
Wc^ Rvc_Zj TRVadRiZVd_`eZ_TjfUUZ TenStepsZ_Tc^ V_dj TYR_XV
ZIRgRjUR_U`WV_ ^ `cV^ R\VRsjV`aeZ_Ž

:_Tc^ V_dj TYR_XVTR_eR\VeVWc^ `WUZX_Vh adRiZVdeYReda

Potential Action Steps

ARj WcY dazRj dRWe aReZTaRVZ ")IY fcedRZ_ZXT fcdVdZ
ScRdWUz_XLVaVIZRj] Z_Y dazRjddcgZ_XYZY T_TV_eRZ_d`W
]hIZ_T^VV^ZVZ

6iR^ Z_VcXf]RZ_dWc^ Rvc_Zj WIZZADR_UVgRfReVeVZ_VgZU_TV
SRdV_faURV`cTYR_XVZVIVdRjZ

Resources

Baby-Friendly USA:

frrn8--u u u,`_`wdpgcIbjwsq_,mpe

Breastfeeding Coalition of the Inland Empire Model
Hospital Policy Recommendations:

frrn8--u u u,`pc_qrdccbgle,mpe-_prajcq-
kmbcjmjgaw,nbd

Texas Ten Step Hospital Program:

frrn8--u u u,bqfq,q_r,rv,sq-ugafb-j_ar_rc

Academy of Breastfeeding

Medicine Model Breastfeeding Policy:

frrn8--`dkcb,mpe-npmrmamj-k fnmjgaw] ?@K,nbd

6dRS]ZY]Z\dSVhW_ ^ Rvc_Zj WIZZADR_U
T^ ^ f_Zj ScRdWUz_Xd`aa`ce_Vh`c`dZ

Da`_d cRd^ ^ Z`WYj UVIZZ_I^ R_Z_XdRWW
ReWIZZAdac`gUZ_X^ Rvc_Zj TRVe`YZY]ZYe
eVZ`a`ceR_TV`WgZU_TVSRMUadRIZTVdVc
ScRdWUz_XZ

:^ a]V`_VeRac`XR^ hZY_Z_RY`dazRj dVez`X
fd`XeVayZ]`d ay] `VZ`TV`_V`R] TYR`Xc`TY``dV
`_VacRIZTVeYReRaaVrdarceZf]Rj hZUd`VRU
R_Uh`c`e`hRURU]fd`Z`XZe`SVVgZU_TVSRMU
R_Ud`aa`ce`ZV`VScRdWUz_XZ

Df aa` ce Wc 3c R de WUZ X Z eYVH ` c\ a]RIV



Definition

Df aa` ce Wc Sc R de WUZ XZ eYVh ` c\ a]RIVZ Tjf Uddg
VdR j aVd` W` a] j WSV WZdR UdcgZVd# # Z Tjf UZ X
hcZXT ca` deVa` jZVde` dfaa` ce Sc R de WUZ Xh` ^ V,
eRIYZ XV` a] j WdRS` fe Sc R de WUZ X ac` gUZ XUdX ReU ac` gReV
daRIVWc Sc R de WUZ X` c MacVdZ X^ Z, R] hZ XVM Z]VdTYUf jZ Xe`
dfaa` ce^ Z MacVdZ_ Uf cZ Xh` c, XZ X^ ` eYVd` aeZ_dWc dcf c l
Z Xe` h` c\ dTYR de Vh` c\ Z XaR de Z` Vh` c\ ER UM eV UU^ ReVc Zj
jRgV, ac` gUZ X` l dEV` c_ Vd de VTYZU TRV, ac` gUZ XYZM bf R]Zj
Sc R de af^ ad R_ U` WWCZ Xac` WdZ_ R] jRERZ_ ^ R_RX^ V_edcgZVd
R_ U dfaa` ceZ

Rationale

> ` eYVdR veYV R de Vh` hZ XdX^ V_e` WdV F Z]RS` c WcIVZ
2aac` iZ ReMj (!` ` W` a] j VU^ ` eYVdhZ Y TYZUv j` f_Xc eYR
Sj VRdh` c\ W] eZ VZ# @_ V_eYZU` WdVdV^ ` eYVd cVf c_ e` h` c\ hZYZ
S^ ` _eYdR Wc SZ eYR Ueh` l eYZU dcf c_ hZYZ` ^ ` _eYd# H` c\ Z X
` f eLU eYVY^ VZicV ReUe` RdY` ceV Uf deZ` ` V Sc R de WUZ X LR U
Z eV_eZ` de` h` c\ W] eZ VRVdX ZZR ej RdT Z ReU hZ Y] hVc deVd
` V Sc R de WUZ XZ ZRZ` R_ UdY` ceV Uf deZ` Z` s` =` hI Z T^ Vh` ^ V_L
R` ` _XhY^ 2 VZIR 2^ VZIR R_ U9 ZAR ZTh` ^ V_ Rv` gVdVdV
dV_eURV^ ` cV]ZVj eYR` eVZ YZYVdZ T^ VT f_eV aR de dcf c_ e`
h` c\ Vc]ZcR Ue` SVV_XRXUZ [SdeYR^ R VZ TYR] V_XZ XWc eYV
e` T_eZ fV Sc R de WUZ XZ` 8 ZV` eYVd f Sc R de Z] acV TV` W` eYVd
Z eYVh` c\ WcIV eYVZIR de` _X_ WUe` VdRS] ZY jRERZ` dfaa` ceZ
eYVh` c\ a]RIVZ

3Rc ZcdZU_eWUZ eYVh` c\ a]RIVZ Tjf UVR jRi\ ` WVM SZZj Wc^ Z
MacVdZ_ Z eYVh` c\ dIYUf jM jRi\ ` VRIT` ^ ` URZ` de` af^ a` cd eV
Sc R de H` ZLT` Tc` dRS` fe dfaa` ceW^ V` a] j VdR UT j] R V dLR U
cR] ` caVIVgU] h` ^ Z` dfaaljZ` &#





> `eYvdhY T_ezfVScRbWUZXRWcVfc_l
Z_Xe`h`c`_WUeYVd`aa`ce`VeVZ`T`h`c`VcL
d`aVgZl`cdR_U`eYcdZ`eYVh`c`aJRVZ`:_UgZFR
V`a]`j`Vd`IR_U`RXVReURj`e`TcVReVR`Re`^`l
d`aYVVeYRe`d`aa`ce`V`a]`j`VdhY`ScRbWUZ
{DfTYR`Re`^`d`aYVhZj`SVT`^`VRVZ`e`RIYZgV
Rdh`c`aJRVd`aa`ceac`XR`dRcVac`^`eUe`
UgVcdV`a]`j`Vd`H`c`aJRVd`aa`ceac`XR`d`IR`SVac`^`eUe`
V`a]`j`Vd`Z`Tj`f`UZ`X`^`R`RVcd`Wf`^`R`cd`f`c`IV`LV`a]`j`WYVRj`eY`
T`d`UZ`Re`cd`Z`d`c`d`LR`UYVRj`eY`ac`gZ`Vdd`Vg`Z`X`^`R`j`^`VR`a`Re`Z`f`j`Rc`
`c`XR`Z`R`Z`_`d`V`a]`j`Vd`Z`

Program Examples

Employer Recognition

```
:_ "**) LeYV@dX_ 5 V`R`e`^`V`e`V`0`f`^`R` DV`g`Z`V`d`9`VR`j`eY`5`Z`Z`_  
U`g`V`a`U`e`V`3`c`R`b`W`U`Z`X`> `e`Y`c`7`c`Z`_`U`j` 6`^`a]`j`V`c`Ac`[V`l`e`e`  
d`T`X`Z`V`V`a]`j`V`d`h`Y`R`e`V`R`j`c`V`R`j`S`c`R`b`W`U`Z`X`W`Z`_`U`j`R`_`U`e`  
V`_`T`f`d`R`V`e`Y`c`@`d`X`_`V`a]`j`V`d`e`d`f`aa`ce`S`c`R`b`W`U`Z`X`Z`e`V`  
h`c`a]`R`V`Z`E`Y`V`U`Z`Z`_  
c`V`_`Z`e`Y`V`S`V`g`c`V`
```

CDC/ATSDR
LACTATION SUPPORT
PROGRAM

MOTHER'S ROOM

CALL (770) 488-1915
FOR INFORMATION

Resources

United States Breastfeeding Committee Issue Paper: Workplace Breastfeeding Support: [frrn8--u u u,sq`pc_qrdccbg|e,mpe-6qqsc+N_ncpq-Umpinj_ac,nbd](#)

United States Breastfeeding Committee: Accommodations for Breastfeeding in the Workplace Checklist: [frrn8--u u u,sq`pc_qrdccbg|e,mpe-6qqsc+N_ncpq-Afcaijqqr+UN+@D+Qsnnmpr,nbd](#)

United States Breastfeeding Committee Issue Paper: State Legislation that Protects, Promotes, and Supports Breastfeeding: [frrn8--u u u,sq`pc_qrdccbg|e,mpe-6qqsc+N_ncpq-Qr_rc+Jcegqj_rgm|+0..2,nbd](#)

La Leche League International: Summary of State and Federal Legislation: [frrn8--u u u,j_jcafcjc_esc,mpe-J_u@gjjq,frkj](#)

Oregon Department of Human Services Health Division Breastfeeding Mother Friendly Employer Project: [frrn8--u u u,bfq,q_r_c,mp,sq-ns`jgafc_jrf-`d-umpig|e,adk](#)

.cfm

Potential Action Steps

Ac`gZUVUFRZ_R] ^ R[VZ]de` V` a]`j VdRS` fe Y`h`d`aa`ce`Z`XeYVZ`V` a]`j WdhY` ScR[VWU SV`WZdV` a]`j VcZ`

6dRS]ZYR` ^ `UM]R]RZ`_`d`aa`ceac`XR` WcR]` dR[V` a]`j WcZ`

Ac` ^ `eV]WZ]RZ`_`e`d`aa`ceh`c`d`eV]R]RZ`_`ac`XR` deYc`f`XY` ^`R`URVd`c`Z`TV`egVZ`

4cR[Vh`c`d`eVcVT`X`Z`Z`_`ac`XR` de`Y`_`c` V` a]`j VdhY` d`aa`ce`eYVZ`ScR[VWUZ`X` V` a]`j WcZ`

AwCd faa` ce



Definition

EYVXRj` VAWCd faa` ce Zle` V_T f dRVR_Ud faa` ce
 adXR_eh` ^ V_R_UeY` dhY` Tf ccV_ej ScRdWUZAWc
 d faa` ce hYZIYZlac` gZMUSj` ^` eYVdhY` RcvTf ccV_ej
 ScRdWUZX` chY` YRgVU` _Vd` Z` eVArH_Z_Tjf Ud
 Z_UgZFR_Tf` _mZ_XR_U^` eYVde l` ^` eVcd faa` ce
 Xc` fa d` H` ^` V` hY` ac` gZMaWcd faa` ce f` _UvX` daVIZW
 eRZ_Z_XR_U^` Rj` h` c` Z` R` Z` Wc` Rj` Xc` fa` c` _Ve l` _V
 eYc` f` XY` eYVay` _VIRj` d` cg` ZKdZ` eYVY` ^` V` IZ` ZIL` cY` daZRZ` AWcd faa` ce
 Z_Tjf Ud daq` TY` V` ` eZ` _Rj` d faa` ce LV` T` f` dR` V` V` d` LM` F` TR` Z` _` RS` fe` ScRd
 WUZX` XR` UYV` a` h` ZY` d` jgZ` Xac` SJV` dZ`

Photo by David C. Arendt, courtesy of La Leche League International

Rationale

3VIR` dh` ^` V` dd` TZj` _Veh` c` dR` VYZ` Yj` Z` W` V` e` Rj` Z` eYV` Z` U` T` Z` Z` _I
 ^` R` Z` Xac` T` V` d` h` eY` j` TR` SV` Z` eYV` c` SR` c` Z` d` ca` Z` ed` W` T` f` dR` V` V` e
 Wc` ScRd` WUZX` ?` Vh` ^` eYV` d` ac` Wc` W` U` d` f` d` V` Wc` T` _T` c` d` RS` fe
 TY` Z` U` d` R` c` X` Z` I` eYV` c` ^` eYV` c` (7` c` V` R` a` j` V` R` U` g` Z` V` W` ^` W` V` U` d` Z` I` T` ^` I
 ^` _` j` T` Z` U` R` d` R` c` R` d` _` Wc` U` T` Z` Z` _` d` RS` fe` Z` W` e` WUZX`)` A` V` T` V` g` U
 d` TZj` d faa` ce YR` d` R` d` SW` _` Wf` _` Ue` ac` U` Z` ed` T` V` d` i` Z` ScRd` WUZX` *

2da` Z` eU` fe` Sj` 4YRa` ^` R` Ve` Rj` Z` aWcd faa` ce ^` Rj` d` a` d` V` e` RT` d` h
 W` W` e` g` V` Z` U` g` Z` FR` j` eYV` c` U` R` a` ac` R` I` Y` R` U` T` f` eYV` R` j` T` ^` a` V` e` h` Rj` e
 ac` ^` eYV` R` U` d` faa` ce ScRd` WUZX` W` ch` ^` V` ` V` g` Rj` Z` X` d` T` Z` V` T` _` ^` Z` I
 S` R` T` X` c` f` _` U` l` V` d` V` T` R` j` j` h` Y` V` a` c` W` H` Z` _` Rj` ScRd` WUZX` d faa` ce Z` I` ` e
 h` Z` Mj` R` g` Z` R` S` j` Z`

Evidence of Effectiveness

:_` R` d` eV` R` eYV` c` V` g` Z` h` e` V` g` R` f` R` eYV` Z` eYV` eYV` _` eZ` _` deY` R` e` ac` ^` eYV` ScRd` WU
 Z` X` Z` Z` R` eYV` _` L` T` R` Z` S` R` \` V` eYV` Z` Wf` _` Ua` Wcd faa` ce ac` XR` de` S` V` W` W` eYV` g` V
 Sj` eYV` d` M` g` d` Z` Z` T` c` R` Z` X` eYV` Z` Z` R` Z` _` R` U` U` f` d` eYV` _` ` V` ScRd` WUZX`
 D` X` Z` X` R` eYV` T` c` R` M` d` Z` Z` Z` R` eYV` _` R` U` U` f` d` eYV` _` d` eYV` d` h` V` c` V` S` d` eYV` g` U` R` ^` _` X
 h` ^` V` h` Y` V` a` c` d` h` M` U` R` Z` eYV` c` eYV` Z` ScRd` WUZX` XR` U` c` b` f` V` eYV` U` d` faa` ce
 W` ^` R` a` Wc` T` f` _` d` j` cZ` >` f` j` eYV` V` eYV` U` Z` eYV` eYV` eYV` _` dh` Z` Y` aWcd faa` ce R` d
 V` eYV` g` V` V` eYV` g` ^` ` A` `



2 dfU T



AWcdfaa`ceX`fadRvVdaVZj YJaM_Z eVWdeWh UR dRwTYZU

hY RvVZVcaRUV^ a]`j Wd` WRac` XR^ dVdRvW^ ===: `c



Photo by David C. Arendt, courtesy of La Leche League International



6UfTR_eZ_X> `eYVcd

Definition

EYXRj`WUfTR_eZ_X^`eYVcdZ_`e`_lj`è`Z_TW Z_

2]] ^ V Svcd` WVVYRjEY TRVeR^ h`c`Z`XhZy^` eVcdR_UZ`W`ed
 dY`fJUa`dMHSRZT`dZ]dZ`ScRdWUZX^`R`RXV`V_eR`U`WZ`R`V`ScRdH
 WUZX`^`_XeYVZ`aRZ`ea`af]RZ`_ZE`YVdR`URUac`WHz`_Rj`^`V`SvC
 `WVVYRjEY TRVeR^` WcT`^`a]M`ScRdWUZX`ac`S]V`dR`U]R]RZ`_
 ^`R`RXV`V_eZ`leV:34=4`i:._eV`c`RZ`_Rj`3`RU4`VcZ`WU
 =R]RZ`_4`_d`]eR`eZ`@eVc`YRjEY`ac`WHz`_Rj`dhZy`M`aVd
 eZVZ`]R]RZ`_`^`R`RXV`V_eZ`T]f`U`VaYj`dZ`R`_dR`U`_f`cd`d
 hY`d`V]R]RZ`VZ`]R]RZ`_Z`

Program Examples

6gVcXW_9`dazRj`>`VUZ]R`4`V`eV`Z]R`Baby Friendly
 Hospital Initiative:379`:/`Y`dazRj`Z`<`Z`]R`U`LH`R`Y`Z`X`e`_L
 R`U`W`d`a`R`Z`_e`d`Z`W`e`WUZX`T]R]R`d`e`Y`R`e`e`VY`dazRj`
 U`M`T`C`S`V`R`d`W]`h`d`



J`f`h`Z]`]R`_`e`V`S`R`Z`T`d`V`Z`W`e`WUZX`h`Zy`e`V
 acZ`Rj`W]f`d`_`ScRdWUZX`R]c`V`^`^`V`_`U`M`S`j`e`V
 2`^`V`Z]R`_2`T`R`U`V`j``W`V`U`Z`e`Z`d]`A`A`P`Z`:_`T]f`U`M`R`_
 `g`V`c`Z`h``W`V`V`2`2`A`X`Z`M`Z`V`L`Z`U`Z]R`_`d`V`c`R]e`V`c`R`e`V
 WUZX`^`V`e`Y`U`L`R`U`e`Y`V`e`Y`d`W`WUZX`a`Y`R`d`U`f`c`Z`X`e`V`W`c`e
 j`R`c``W`V`V`2`a`R`V`_e`a`R`_`V`j`d`Y`R`V`Z`d`S`c`R`d`WUZX`X`M`a`V`Z`V`T`V`R`_`U
 g`R]f`R`S`]V`Z`_`d`X`Y`e`Z`

9`V`R`e`Y`Z`_`d`R`_`T`V`a`]R`_`d`T`R`_`ac`g`Z]V`S`c`R`d`WUZX`V`U`f`T`R`Z`_`W`c`e`Y`V`Z`
 ^`V`S`V`c`Z`9`R`c`g`R`U`A`Z`X`Z`_`9`V`R`j`E`Y`T`R`V`i`>`R`c`T`R`I`Y`f`d`e`d``W`W`d`R`]R]R`Z`_`
 d`f`a`a`_`c`e`a`c`X`R`^`e`Z`d`^`V`S`V`c`Z`2`d`a`R`e`_`V`e`Y`Z`l`a`c`X`R`^`L`V`_`c``]]`W`d`h`Y`
 R`c`V`a`c`X`_`R`_`e`T`R`_`e`R`V`R`a`c`V`_`R`]`S`c`R`d`WUZX`T]R]R`d`R`e`_`_`T`Y`R`X`Z`

E`Y`V`E`M`R`d`5`V`a`R`e`^`V`_`e`^`V`9`V`R`j`E`Y`a`c`g`Z]V`R`g`R`Z`j``W`c`R`Z`_`Z`X`a`c`X`R`^`d
 W`c`a`V`d`_`d`h`Y`h`Z]`ac`g`Z]V`S`c`R`d`WUZX`V`U`f`T`R`Z`_`e`^`^`e`V`c`Z`E`Y`V`
 T]R]R`d`R`V`W`W`U`e`Y`c`f`X`Y`f`e`e`Y`j`V`R`c`Z`E`V`R`d`R`_`U`R`V`R`d`R`g`R]R`S`]V`S`j`
 c`b`f`V`e`_`R`Z`_`h`Z]V`Z`2]]`e`R`Z`_`Z`X`T]R]R`d`a`c`g`Z]V`T`_`e`Z`f`Z`X`V`U`f`T`R`Z`_`T`e`U`Z`Z`

3`c`Z`X`Y`e`7`f`e`f`d`f`i`=`R]R`Z`_`6`U`f`T`R`Z`_`C`V`d`f`c`T`V`4`V`_`e`V`_`=`d`Z]`5`R`j`e`_`L`@`Y`Z`/
 `W`W`d`X`Z]R`_`T`V`R`_`U`e`R`Z`_`Z`X`W`c`e`Y`d`U`G`V]`a`Z`X`R`_`U`T`_`U`f`T`Z`_`X`V`U`f`T`R`Z`_`
 `^`_`S`c`R`d`WUZX`W`c`^`^`e`V`c`Z`E`d`R`Z`_`Z`X`R`_`U`h`c`Z`e`V`_`d`d`f`c`T`V`d`R`V`R`g`R]R`S`]V`
 e`R`c`Z`Z`_`d`f`T`e`_`c`d`Z`_`U`G`V]`a`Z`X`R`_`U`d`f`d`R`Z`_`Z`X`V`g`Z]V`T`M`S`R`M`U`V`U`f`T`R`Z`_`
 `^`_`S`c`R`d`WUZX`Z`

fi?`e`+`E`Y`Z]`c`R`Z]R`Z`_`Z]U`Z]Z`T`e`W`^`e`V`F`Z]Z]5`V`a`R`e`^`V`_`e`^`V`9`V`R`j`E`Y`R`_`U`9`f`^`R`_`D`V`c`Z]V`d`
 3`c`Z`X`Y`e`7`f`e`f`d`e`Z`

Potential Action Steps

7f_UeRZ_ZXac`XR^ dVc YRJeYUfTRè cdW^]`TRJ YRJeYUaRcd
^ V_èdhY` h`c`hZ`h`^ V_`WYZUSVRZ_XR^Vè` UfTRèV`^`èVcd
RS`feScRèWUZ_XZ`

6_T f dR^YRJeYac`WbZ_Rj`cXR_ZRZ_de`ac`gZUeRZ_ZXWc
èVZc^V`SVèdhY`ac`gZUdVgZVde`h`^V_`WYZUSVRZ_XR^VZ
ac`gZU_XScRèWUZ_XUfTRZ_è`^`èVcdZ`

Resources

Evergreen Hospital Medical Center:
frn8--u u u,ctcpepccI fc_jrfa_pc,mpe-qfm un_ec,
_qn=qca ; 06

La Leche League International:
frn8 < c&)

3 :_T ca`dRèV^ RèV`Rj`ScRèWUZ_XUfTRZ_
Z_è`6Rcj :_èVgV_eZ_1WUVRj :_UgZFRdhZèY
5`ZRSZ_Zd6UfTRZ_2Te€IDEA/R_Uh`^V_d
ac`XR^ dZ_TjfUZ_X6Rcj 9 VRUDèRèDfTIVèHsj
DZL:_W_eR_UE`UJvAc`XR^ diARè4`W562/L
W`Zj a|R_Z_XèW`ac`X_R_TjIR_Uh`^V_dYRJeY

Ac` WbZ_R] Df aa` ce

Definition

Ac` WbZ_R] d'aa` ceZlac` gZUSj YR]eY ac` WbZ_R]diVZL
aYj dZR_dL_fcdL]RERZ_T_d]eL` eVcR]ZUYR]eY
ac` WbZ_R]d'è` ^` eVcdS` eYUf cZ_XadX_R_Tj_R_URWceYj
cYf_c_Y^ VW^ eVZ_Y dZR] dR]ZDf aa` ceZ_TjfUMR_j
Tf_d]Z_X` cSVRgZ dR] Z` eVgV_eZ_de` Z` ac` gVScR]WU
Z_X` f eT` ^ VdYfTYRdYVjaZ_XhZ]R]RERZ_TcZL` ch` c`Z_X
hZ]Y` eVcYR]eY TRVac` gZVcdZE YvacZ` Rj` Wif d` Wf aa` ce
ZIT_f_d]Z_XV_Tf dR]V` V_dR_U^ R` RZ_X]RERZ_TcZL`
VfTRZ` ZIRdM`_URj` afca` dZAc` WbZ_R] d'aa` ceTR` SVcV_UWUZ
aVd`_`c` gVceYVe]Vay`_VZ` RX` "
aQ` ^ VWif_e_XL` IgZ` Lc_R` , N
a

EYV3cRdWUZ_XR_U7`J]`hIFa4JZ_ZT`VDe`c^`_dGR4_9VRlY4RVL
E`aVRL<R_dRZIRgRPS]Ve`R_j`^`eVdLdXRdUJvd`VhYVdVUMZg
VdU`ceYVZ_W`edRdVZDvgZIVdZ_TjfUVRdZgZ_XhZY]RrTYR_Ua`dZ
eZ_ZXLYVNZ_XeYVZ_W`edhVZYdT_f_dMZ_XWc^`eVdcdVf_c_Z_X
e`h`c`c`cdTY`]R_URUUVdZ_XeYV^`eVcdScRdWUZ_XT_TVc_dZ
2]]ac`WdZ_R]d`aa`ceZdWV`WYRcXVe`eYVaReZ_dSfeaReZ_dRcV
TYRcXU^_Z_Z_R]j`WcR_j`d`aa]ZdfdMZEYZITZ_ZTzd`aa`ceUSj`eV
_`_ac`VDe`c^`_dGR4_7`f_URZ_LeyZUaRoj`dZ`Sfcd^_V_e`W
SZ]RS]VdvgZIVLXV_Vc`fDU`ReZ_dR_UeYVdR]V`W_ZfVZV^`deYre
d`aa`ceScRdWUZ_XZ

EYV9RcZl4`f_g`3cRdWUZ_X4`R]Z`_iZ`EMRd_Z_ZRvURY`daZRI
SRdUScRdWUZ_XT]Z_ZTdRWWUSj`aRcRac`WdZ_R]d`f`aVgZMUSj`R
]R]ReZ`_daVIZR]ZeRe3R]`c4`]]VAV`W`WUZ_Z_Vd3V`ERfS8_V_VR]`
9`daZRI`ZEYZITZ_ZT`ac`gZUdScRdWUZ_Xd`aa`cee`
YZX]cZ`^`eVdY`RcVdWcUSj`Y`daZRI`dRWWcRcV`
^`eVdY`cVfVdeYZIdvgZIVhZYZ`#hWd`WUZ
TYRcXZ`>`eVdcdVdVgVT`f_dMZ_XR_UYR_Ud`_RdZHR_TV
W^`ScRdWUZ_XT`f_d]`cdhY`YRgVT`^`ajVdUeYV`
EMRd5`VdRe`_V_e`V9`VR]eYd]R]ReZ`_`^`R`RX^`V`eeRZ`I
Z_Xac`XR`Z4`^`ajM`dZfReZ`dRcVdWcUe`eYVITZ_ZT`
^`R`RXc`iR`C?`E:34=4/Z7`J]`hIFa`gZId`c`MvAY`_V
T`_eR]eZIRcR`XU`hYV`_ac`S]V`dRcV`_`ecd`]gUUF`c_Z`X
eYVZ`ZRI`gZgZ`>`eVdRcVR]d`dWcUe`>`eVd`f`c`IVd`
`VScRdWUZ_Xd`aa`ceZ`eYV`T`^`^`f`_Zj`ZEYVITZ_ZThRd`
dRcVUhZYZ`XR`eW`UZ`XSfeYRdSVT`^`VRWc`R]ZV`_Z`
eYVY`daZRI`SfUXVZ`d`f`aa`ceW`^`ScRdWUZ_XT`f_d]`cd`
Zlac`gZU`hZYZ`f`eTYRcXVSj`_`UT`cdRcZ`Sf`eUe`_Z`W`e`
TYVNI`fadZ



T R

h`^ V_hY dVZ_W dYRUf cXZRI TVCR/ SZeYdR_U` eVch`^ V_ZUV_eWUSj RaYj dZIR `c_fcdM^ ZhZWRd^ W6Z_XTVceRZ ^ VUZRI TcZcRc eVYVRjEYa]R_ `WwdY^ VgZedW^ **perinatal** T^^f_Zj _fcdVhY YRgVchVIZRZVUeRZ_Z_XZ_]RIReZ_ d'aa`ceZ_ RUUZ_L h`^ V_hY dVZ_W dRVZ_ eVneonatal_Z_eV_dgVTRV f_ZiNICU/Rfe^ ReZIR]j dVIVgVRW]] hifa aY_V TR] W^ R]RIReZ_T_d]eR_ehZYZ_ " hWR_U T_eZ_fZ_XaY_VIR]dRd_VIVdRjZ

Potential Action Steps

4`]]RS` dRvHzy dRv> VUZIRUR_UZ_dR_TV T^^ZHZ_Vde` V_d'cV]RIReZ_ d'aa`ceZIZ_T]fUU Z_dR_URULcZ SfcdRS]VaVZ_Re] TRVd'cgZIVeZ

7f_UeYVdRS]ZY^ V_e` Wf dRZ_RS]LVWR_TZ]j d'aa`ceU]hR]NZ_ScVReWUZ_XT]Z_ZdRgR]RS]V e`R]]_Vh^`eYVdZ_eVT^^f_Zj dRWWU Sj :34=4dhY RvVcZ SfcdMUWcR]] d'cgZIVd aY



> WURR_UD`TRJ > R\VZX

Definition

> R\VZX_ZRZgVdZ_TjfUvac`^`eZ_dR_URUgVcZ_XeYRed`aa`ce`c
V_T f dR\ScRbWUZ_XRdhVj] RdZ`RXj_Z`eV^`VUReYRedcV_XeV_
eYVaVtVaeZ_`VScRbWUZ_XRdR_`c^`RjLRITVaeURIZgZjZ> R\VZX
TR_eR\Va]RIVeYc`fXYSc`RUgV_fVdeRUZ_R]j T`dLUCUaRc`W
RUgVcZ_X`cTR`SV^`dVaeXEUR_UfdV^`VeY`UdfTYRdac`WdZ_Rj
V_U`cdV`V`ed`ac`gZLXZV^`de`eRXeURFUZ_TVdR_Uda`_d`cZ_X
VgV`edWf dU`_`RdaVIZITUV`^`XRaYITXc`faZ`> VURTR`aRZ`dRv
T^`^`_lj`acV`eUe`RhZVRFUZ_TV_R`UfdVafSjZTYR`_VjdfTYRd
e]VgZL`LdRUZ`LaZ`eU^`ReVZj]d`c`fdU`cRUgVcZ_XZ

D`TRJ`^`R\VZX`TR`aRZ`dX`SVj`_U^`VURTR`aRZ`dZEYj`RvT`^`t
acVY`dZL`^`f]eZIRIVeURaac`RIYVdac`gZL`XeR`XVULT`dZ`ReU
Z`eVgV`eZ`de`RgRZj`^`VfUz`TVdZ`TjfUZ`XT`_d`^`VdLeVZ`d`aa`ce
d`dV`dLYR]eY`TRVac`gZU`deVt`^`^`f`ZjLR`UeYVXV`VR]`afSjZjZ

Rationale

:_T`VRZ`XeYVR`^`f_e`Va`dZgVZ`RXd`VScRbWUZ`Xe`T`f`eVRIe
RUgVcZ_XeYRe^`R`VedZ`VR`eWc`^`f]RdY`f]UYVja`e`ac`^`^`eVScRb
WUZ_XRdRgZSjV`aeZ`_`WcZ`VR`eWUZ`XZ?`^`c`RjZ`XeYVT`_TVae`W
ScRbWUZ`X^`R`VdZ`R`^`cVVRdSjVTY`ZIVWc`^`R`j`h`^`V`LhY`^`W
dVZ`RdR`_f`ReZ`RSjVZURjZ

D`TRJ`^`R\VZX`f`d`dVHSjZVUacZ`Tza]VdZ`T`^`^`VcTRJ`^`R\VZX`e
V_T`f`dR\YVR]eY`SVRgZ`cd`cd`aa`ceSVRgZ`dR]`TYR`XVZ`S`D`TRJ`^`Rd
`VZX`f`d`d`^`R`j`UZVW`e`Raac`RIYVdZ`f]eR`V`fdj`e`WWW`ed`_`VcZ`eZ
TYR`X`Lh`YZY`ZlaRcZf]Rc]`Raac`acZ`eVWc`ScRbWUZ`XSVIR`dV`VeYV
^`R`j`T`^`a]M`ZHF`VdR`USRcZ`cdZ`g`]gVUZ

Evidence of Effectiveness

2`#`!!`Cochran`review`d`XX`V`deYRe`^`VURTR`aRZ`d`aRcZf]Rc]`
e]VgZL`_`T`^`^`VcTRJ`dLYRgVSW`_`d`h`_`e`Z`ac`a`n`W`V`VZX`eQ`^`j`RgZL`p

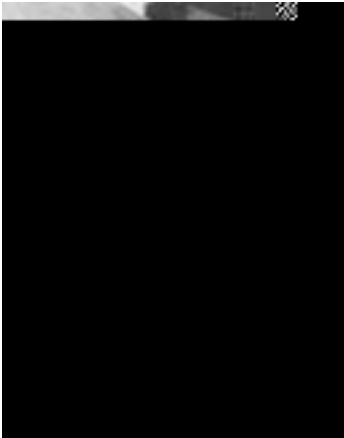


Photo by Margo Geist, courtesy of La Leche League International

Program Examples

Babies Were Born to Be Breastfed
? ReZ_Rj 3dReWUZ_X2hReV_Vd4R^ aRZ_ Jf_TYUSj eYVF_ZZ
5 VaRe^ V_e`V0 VrjeyR_U9 f^ R_DVcgZVf@WTV^_H`^ V_d9 Vrjey
R_UeYV2UgVcZ_X4`f_TZEYZIR^ aRZ_ eRXdVd eZ VaRcV_ed
eYc`fXYeMjgZ_LcRUZL`fd`WY^ V: _eVc_VeR_UacZ_eRUGVcZ_X
eReYZXjZYedeYVYRjeYT`dbfV_TVd`W`eScRdWUZ_XZ

EYVX Rj`VeYVF_ZZ? ReZ_Rj 3dReWUZ_X2hReV_Vd4R^ aRZ_ Zle
Z_TVRVZ_ZRZ_R_UVTjfdgVScRdWUZ_XdRe' ^`_eYb
R_U V4 WUZ_X2hRc ~ Le ° ° du Ú f

Resources

Babies Were Born to Be Breastfed:

frn8--u u % k " d

q- b/ à te l p

Potential Action Steps

:UV_èV]`TR] M aVædhY` TR_ aZ]Y`è cZ]è` èV



4`f_eĉ^ Rĉ\Ve_Z_XR_UeYVH 9 @ *International Code*

Ac`Wb_Z_R]6UfTR_Z_

AfS]ZT2TIVaR_TV

9`e]Z_VdR_U@eYĉ:_Wĉ^ R_Z_ CVd f cTVd

:_eWgV_eZ_#6WwMZeZV_VdR?_e6dRS]ZaWU

4`f_e^c^ Rc\VeZ_XR_UeYV H 9 @ *International Code*



Definition

4`f_e^c^ Rc\VeZ_XR_UeYV^ Rc\VeZ_XSj T ^ ^ VcZj T ^ I
aVeZ`cdi^ R\vd`c UZhcZf e`cd` VZ_V_eWc^ f |R/ eYReYRdR_V
ReZVWVTe`_ ScRdWUZXsJ dWZ_Xe` |Z ZeYVdT ^ aR_Zd
fdV` W^ aVeZ_XZ` R_Xj R_UZ_VV_TVdZ_eYV^ VURR_UZ
YRJeY dVeZ_XdZ`f_e^c^ Rc\VeZ_XUZWdW^ d Tzj ^ Rc\VeZ_X
SVIRf dVZeZidVIZj UZVTeUReT ^ ^ VcZj V_e^c^ZdYeReT ^ aVeV
RZR`dScRdWUZX_R_U` eYc`W_e`cd`_`h`_e` YRgVR_VReZVZ` aRLe
`_ ScRdWUZX`

EYVH`dU9 VReY@cXR_ZRZ`_1H 9 @/ *International Code of Market-
ing of Breast-Milk Substitutes* LU aeVUZ`")" Sj eYVH`dU9 VReY
2dM`Sj|e`ZIRT ^ acVYV`dVde`WfZMz`VdWceY`d/hY`h`c`R_U
Z_eVRehZy`^`eYvdR_UZ`W`edeYRed`XXVd`dR`UR`UdWceYVRac`I
acZEV^ Rc\VeZ_XR_U`UZhZf eZ`_`W^ ^ VcZj T ^ aVeZ`cd` ScRd
WUZXiZdZ`^ R\vd` VZ_V_eWc^ f |RZ`eZIX_VcRlj`cWdUe`RdeYV
International Code

Rationale

H ZMj`adVgR_V_eR`UgVcZ`XZ`R_Xj`R_Uac`^`eZ`_d`f`TY`Rd`WV`W`d`
V_U`cd`V`e`LR`U`U`V`Te`^`R`Y`R`g`V`S`W`_`d`T`I`V`d`M`Z`_`Z`T`c`V`R`Z`X`ac`U`f`T`e
c`V`T`X`Z`_`R`_`U`d`R`V`d`W`c`^`R`_`j`T`^`^`V`c`Z`j`T`^`c`X`R`_`Z`R`Z`_`d`E`Y`V`T`^`^`V`c`Z`j`T`^`
^`R`c`V`e`Z`_`X`^`V`Z`_`V`_`e`W`U`Z`_`X`ac`U`f`T`e`d`Y`R`d`S`W`_`d`_`h`_`e`_`Y`R`g`V`R`_`V`R`e`Z`V`
Z`a`R`l`e`_`_`S`c`R`d`W`U`Z`_`X`Z`%`=`Z`_`Z`_`X`e`Y`V`^`R`c`V`e`Z`_`X`^`W`^`^`V`c`Z`j`T`^`a`V`e`
Z`e`c`d`h`Y`T`^`a`V`e`h`Z`Y`S`c`R`d`W`U`Z`_`X`I`R`_`Y`V`a`^`^`e`Y`v`d`R`_`U`W`_`Z`d`^`R`V`
R`a`c`^`a`c`Z`e`V`R`_`U`Z`_`W`c`^`W`U`V`T`Z`_`d`R`S`_`f`e`Z`_`W`_`e`W`U`Z`_`X`Z`

EYV *International Code* ac`gZVd`dR`UR`U`X`f`ZMz`VdWceYV^ Rc\VeZ_XR_U
UZhZf eZ`_`acRLeZVd`W^ ^ VcZj T ^ aVeZ`cd` ScRdWUZX`V`d`V`T`Z`j`
e`|Z`Z`^`R`c`V`e`Z`_`X`U`Z`V`T`e`U`e`h`R`U`a`c`X`_`R`_`e`h`^`^`V`_`R`_`U`_`V`h`^`^`e`Y`v`d`Z`
H 9 @ R_UF?:467LeYc`fXY`eYVH`dU9 VReY`2dM`Sj|EUVc`Z`V`U`
eYV *International Code* hRd`V`V`d`R`j`yZ`gZ`h`_`V`e`Y`V`g`|`V`R`S`Z`j`_`V`Z`_`V`_`e`d`
Z`_`e`Y`V`R`c`j`^`^`_`e`Y`d`_`V`Z`V`R`_`U`e`V`c`Z`d`Z`_`g`_`l`g`U`Z`_`Z`_`R`a`c`^`a`c`Z`e`V`W`U`Z`_`X`
acRLeZVdZ`T`j`f`U`Z`_`X`e`Y`f`_`_`V`V`d`R`j`R`_`U`Z`_`ac`^`a`V`c`f`d`_`V`S`c`R`d`^`^`Z`_`d`S`I`
d`Z`f`e`V`Z`e`Y`V`d`^`c`X`R`_`Z`R`Z`_`d`W`c`e`Y`V`c`U`V`T`Z`U`y`e`Y`V`^`R`c`V`e`Z`_`X`^`V`S`c`R`d`^`^`Z`_`



RS`feZ`W_eWUZ_X@gcVjRch`UVIRUdLY`hVgVLeYVcVYRdSW_R

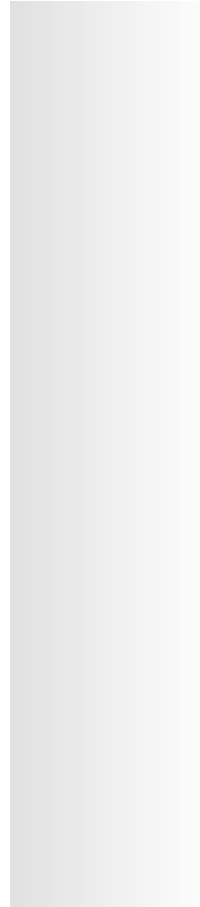
=VZIRZ_ iNABA REAL/ ZleV_`_ac` VZ` cXR ZRZ_ dVh`_dSJV
Wc^`_Z cZXT^ a]R TVhZY eV International CodeZ_ eYVF_ ZAU
DeRvZ? 232 C62= eRZ_d` eYvdZ_ ^`_Z cZXT^ a]R TVR_U^ RZf
eRZ_dR4`UV9 Vja 4V_eVcè RbZè` eYvdZ_ dVh` cZ_XgZ]RZ_d` VAV
International CodeZ? 232 afS]ZVdR_UUZcZsf eVd
U Tf^ V_eRZ_` Wnternational CodegZ]RZ_dZ_ eYV
F_ZAUDeRvZ

Potential Action Steps

Ac` gZV_`_T ^ ^ VIZR] a` dVdR_UVfTRZ_R]
^ RvZ]d`_ ScRdWUZ_Xe` eYV` WIVd` W
aVUZcZIR_dVW` Zj adRIZZ_ VdL` ScVcZIR_ f
Xj_VT] XZdR_U_fcdM^ ZhZVde` SVfdUZ
a]RIV` VZ ZRc^ RvZ]dac` gZUSj T ^ ^ VIZR]
^ R_fVef dVdZ

6dRS]ZY a`]Z]deYReafS]ZTYR]eY T]Z_ZdR_U
WIZZdhZ]_`eUZa]R] `cUZcZsf eV^ RvZ]d

aVUZQ _VdL` ScVcZIR_ f

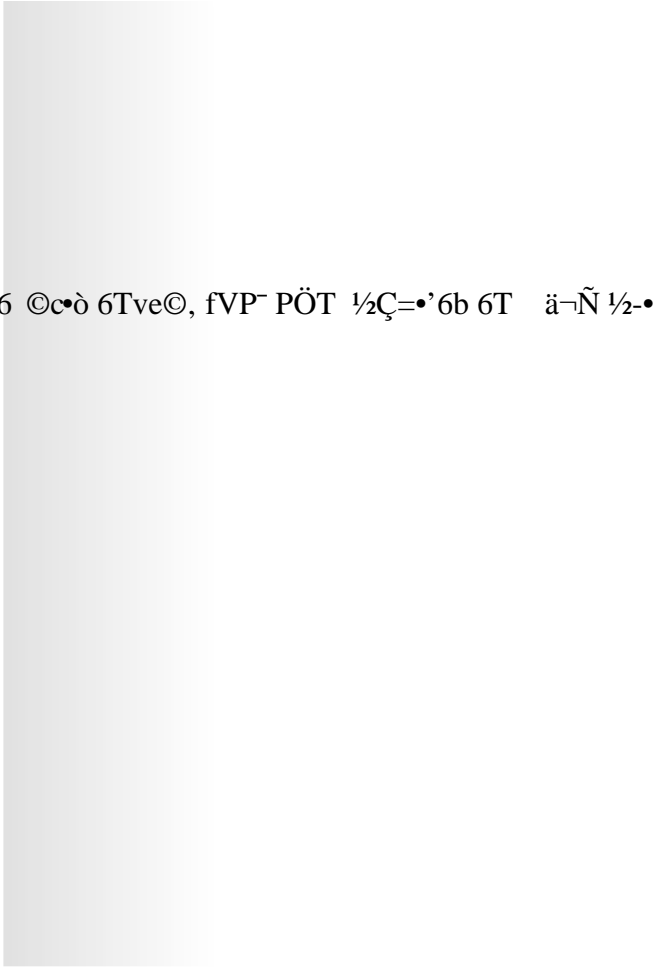




Utef ddrVe` SVV_T f dRUWceVaf ca` dV` WZZL XXV_VcR] RhRv_Vdl
R_UZ_TcRZ_XRITVaR_TV` VeYVZ` a` ceR_TV` VScRbWUZ_XR_U]RIRZ`_
^ R_RV^ V_dM aVTeZ_XTJZ_ZZR_de` `SeRZ_eYV_WUudZjdZ_ScZAV
`_MeZ` V]Utef dV` cVgV_edZif_dRd_RS]VZ`

2]] YR]eY TRv

eTY_ZfVLR_U`_XZXf aa`ce`Wh`^V_e`ZZR
R_Ud dRZ_SARWUZ_XEVIY! 2RUEBOMP ND
ac`gLMUSj 22AR_U`eYcMaVeZ3AA@A::: Zl
`aVREUSj 22AZ_aRe_VdYZa hZY eYVF Z5 VaRd
^V_e`VVRReYR_U9f^R_DVgZVd> RAc_Rj_R_U
4YZU9VR eY3f dRZ - A T I J ENDS



VÕ}W€ÑÑĐ0 ßĐ } ÑÔĐßÔ1Ó IÕ m Õ ID 00 ØDD• U E0ò•TÙ E6 ©c•ò 6Tve©, fVPˉ PÖT ½Ç=•'6b 6T ä-Ñ ½•

EYV: _eVc_RZ_Rj =RIRZ_ 4`_d]eR_e2dI TRZ_ i:=42/ac`gZVR
XfZVe`dMVeZ_XR]RIRZ_ T fcdVRdhV]] RdR5 ZVTè ç `W RIRZ_
4`fcdVAc`gZVdeYRe]ZtdaVd`dRgRZS]Vè RIRZ_eY daZRD_R_U`eVc
`cXR_ZRZ_dhZy`_fdZVUFTRZ_ Z]RIRZ_Ž
:=42đH`c]UhZV6UFTRZ_ 4R]V_URc]ZtdaV
TZT]RIRZ_ T fcdVR`f_UeVh`c]Ž

EYV> ZZZZaaZ5 VáRc^ V_e`V0 VR]eYH:4
ac`XR^ YRdUgM]`aUReYcM]VgM]eRZ_Z_X
ac`XR` LHow to Support a Breastfeeding Mother;
hYZY YRdSW_ RUPaeUWcf d/hZy YR]eY ac`WtZ_R]dhY` ac`gZV
VUFTRZ_ R_Ud`aa`ceè`_Vh`^`eYcZ`-VgM]" ZIUVZ_VUè`Z`TcRV
RhRcV`Vd`VgVZ`a`cR`TV`VScRdWUZ_XR^`_XR]] dRZ`VgM]d#
R_U\$RUUVd`ac`gV_eZ_XR_U^`R`RZ_XScRdWUZ_Xac`S]V`dRdhV]] Rd
^`RZ_eRZ_Z_XScRdWUZ_XZ`eV^`Ztè`WáVIZ]] dR`RZ`cŽ
U0 S



AfS|Z2TVæR_TV

Definition

:_éVgV_éZ_de` Z_TVRdVafS|ZTRITVæR_TV` VScRæWUZX
 Z_TJfUV|VXZ|RZ`_V_d`cZ_XeVcZYeé` ScRæWU ac`XR^ de`
 Z` ac`gVRITVæR_TV` VScRæWUZXZ` afS|Za|RIVdfTYRd
 cVfR`dR`edLè`cVLR_U|ScRæWU`éVa|RIV`V_e`Wf`cZ`X
 ^`éVd`|`f`_XVdZ` afS|ZTRVd`Z`éVgV_éZ`_dRZ` VURéTYZU
 TRVVRZ`Z`deYR`TRVWcScRæWUZX`V`edR`UTYZUcV`_R`U
 éVZ`TJf`dZ`_`VScRæWUZXZ`_grZ`f`d`Tf`cZ`f`|RRZ` VURé
 dTY``|`RXUTYZUcV`Z`



Photo by David C. Arendt, courtesy of La Leche League International

Rationale

?`c^ ReZVYR`eY`SVZWR`VYR`Zj`Z`WV`TUSj``_VdV`gZ`_`^`V`éZ`S
 4f`cV`ejL^`R`j`2^`V`Z`R`dYR`gVYRU`|`e`V`M`aVZ`TVh`Z`Y`ScRæWUZX
 Z`éVZ`UR`Zj`|`Z`V`Z`>`R`j`^`Z`IT`_TVæZ`_dcV`R`eU`é` ScRæWUZX`aV`cZ`c`

aeWRæUe

Description and Characteristics

3`eY WUVRj R_UcRv]RhdYRgVSW_V_RtUeYRedaVtZVRlj Rj]`h
h`^V_e`ScRdWUZ_Rj a]RIVeYj Rv`eYchZM]VRlj Rj]`hVUe`
SVZ=VZjRZ_Z_d^VdRdV^aedW^ [fg Ufej ^`eYchY`Rv
ScRdWUZ_XZ2d`W Rj #!%LeYVWUVRj Xgvc^V_eR_US%dRdYRU
V_RtUjVZjRZ_`_ScRdWUZ_XZ

DVgVRj dRvR_UScRdWUZ_XT RjZ_dYRgVdRfS]ZMUScRdWUZ_X
H V]T^V9Vv^ReVZjdWcUZkZsf eZ_e`dRf dR_eLd dR_U`eYc
afS]T]`TRZ_dZEYvV^ReVZjdX_VRlj Z_T]fUVSR]TZWc^RZ_Wc

Program Examples

Legislation

4RZVc_ZYRdWf c^ R` c

Academic Curricula

EYVdRv` W h J` ÷ YRdUgM] aURT ^ acVV_dgVf cZif f^ è
ZT ca` dRvUfTRZ_`_ ScRdWUZ XeYRe ZicVgR_eè eYVV_eZV
<€#1\Z_UcXR_eV_ eYc fXY" #eY XRUV RXdR_eYRe_ZTf UdJvdt_
a]R_dLdXXdVUcRUZ_XR_URIZgZdZ_eYZif cZif f^ f dM^ f]eZVU
T_eV_eRVRde eRYeV_`c^ R]j `VScRdWUZ_XZ_RXIRaac acZRV
T_eM_eLZTj fUZ_XScRdWUZ_XRd`_V`VeVUMZ_ZXTYRReVcZid`W
R]IERALRdR_PTD_UVaeL`VW_VR]SZ]C]SZUM_`U]P]Ld TZ]`X]LVT
INCORPORSES @ P 0 V

<nP Uj

< j " j ! j k l
œ j " j
< .

< e !] a

<€ V d@ Y—

< . dR . eV

< Qê l^ Z

< " " d lZ A

< · lfê 1 l° Y Vê 1ê A

< ~ Y ` V UeV
<€ ~ Vê ê UeV

< Z Vê lfê ê UeV

< . Z

< j ° Z V V V

< T V V V

< - e -

1 < A

< . l_ A

< ! · eV

< W Y Z ***** T A
< ` f V

9 `e|Z VdR_U@eYVc
:_Vc^ ReZ_ CVd f cTVd

Description and Characteristics

3` `dLaR` aYVedLarD` WZ_Wc^ ReZ_Rj dYWedLa` dVdLR_UZ_Wc^ ReZ_Rj
HVS dVdac` gZVXfZR_TVè h` ^ V_hY` RvT`_dUWZ_XScRdWUZX
R_U` WcZ_Wc^ ReZ_` è ScRdWUZX^` eVdRS` feac` SJV` d` cT` Tv_c_d
eYj` ^ Rj` YRgZE YdVdV` f` dVd` WU` `WcSRdZT_Z` Wc^ ReZ_` d` TYR` d` latch
R_Ua` dZ_Z` X` V` eVZ` W` d` dZ` d` WU` b` f` ReV` ^ Z` d` V` ` g` R` L` d` R` eV` Z` d`
Wc` d` TTV` d` W` ScRdWUZX` R_U` h` Y` eV` è` d` W` Y` Ma` Z` V` W` U` Z` >` R` j` d` Y` cè
e` Med` f` TYR` d` LaR` aYVedR_Ua` d` VdRUU` V` d` d` V` Z` Z` Z` f` VdR_U` e` R` X` e` eV
VR` j` UR` j` d` V` ScRdWUZX` Z` E` Y` d` V` g` a` d` ` W` R` eV` Z` d` R` eV` W` U` Z` e` Z` f` eU
è` _` Vh` ^` ` eVdUf` cZ` X` eV` ^` R` eV` c` Z` j` Y` d` a` Z` R` d` R` j` ` c` R` eV` R` j` **postpartum**
^` V` U` Z` R` j` ` c` T` j` Z` T` R` a` ` Z` e` ^` V` e` Z`

9` eZ` VdR_U` _` jZ` VTY` e` dR_U` Wf` ^` dR` V` ^` ` dV` Z` eV` R` eV` eYR` eYV` eYc
g` aVd` VZ` Wc^` ReZ_` cVd` f` cVdR_U` eYj` ^` RZ` j` RUU` d` dZ` ^` VU` R` eV` T` _` j
TV_c_d` c` b` f` V` eZ` _` d` cV` R` eU` è` ScRdWUZX` Z` >` R` j` U` Z` W` V` e` j` V` g` M` d
` W` eZ` VdV` Z` H` Z` T` j` f` UZ` X` eV` d` eYR` eV` R` eV` eYj` d` W` U` #` %` Y` f` c` d
RU` j` R` U` (UR` j` d` Rh` W` j` d` 7115<00590.j / @_1, 4LT€ 2599899 0 Td [<0041>





EYVFŽŽ5 VāRē^ V_e`V0 VReYR_U9 f^ R_





=Zb`VCWV-TVd

"ŠŽ 3] ^ bfZē9 <L;`_d` 7LDV_Z d7LAVcdl _ =2ŽDf aa]V^ V_eRj
 WU_Z_XZ_eV^ Rēc_Zj hRudr` ceV_deVUf deZ_`VScRēWU_Z_XŽ
Acta Paediatrica " **%) S!" /+" ##€ Ž

"%Ž 5` __Vlj 2LD_`hUV_9> LCV_Wh > ;iH` `]cUXV> H Ž
 4` ^ ^ VcZj Y dZj UZiYRcXaRi\ dWcScRēWU_Z_Xh` ^ V_
 14` TyR_VcVgZh/Ž_+*The Cochrane Library*; dfV#L#! !%Ž
 4YZiYVēVēF<+;`Y_H Žj . D`_d=dŽ

"&Ž 9`_U_Vē65 L8 RēVdL9`WVj c8; LDRR4ŽA`_ēzf` f dēaa` ce
 Wch` ^ V_Uf c_ZXTYZUSZeYŽ*Cochrane Database Systematic Reviews*
 #! S!\$/45!! S(' ' Ž

"' Ž 2_Ucd_ 84L> ``cV6L9 Vah` ceY; L3VcX` R_ ? Ž6Rcj d_Zl
 e l d_Z_T_eRēWc` ^ `ēYcdR_UēYVēYVjēj _VhS` c_SFSZēŽ
 14` TyR_VcVgZh/Ž_+*The Cochrane Library*; dfV#L#! !%Ž
 4YZiYVēVēF<+;`Y_H Žj . D`_d=dŽ

"(Ž CZYRU=L2 jRU> @Ž6WVē`WVjgVj c` ^ c` fēZ_Vd`_ dTIVd` W
 VēScRēWU_Z_Lancet" **!, S\$ i) (#\$/+"! &€(Ž

") Ž 3R^ XRUC5;L> fVj AL7ZiYVc> LAcZSSV`h 3Ž6WVē`VjS` c
 VāZf dRj_R_VēVēR`_ScRēWU_Z_X`WVjēj Wj]ēc` _VhS` c_d
 UjgVUgRZ_Rj]Ž*The Journal of the American Board of Family Practice*
 #! S," " 1"/+(€" SŽ

"*Ž M đ dpDà À-ù(/iÈ Èi f>iv,,P € à

#) Ž 4`YV CL> ce\ > 3ŽEYVZ aRtè`Wh` T ca`dRv|RtèRZ_ ac`l
Xr` d`_ eYVZ`TZUV`TVR`UUF`dRZ_`VScRdèWUZX`Sj`V`a`j`WU
^`eYVd`ŽAmerican Journal of Health Promotion"**) i`/`#`\$`€`%`Ž
#*Ž ? RZ`_R`j`9`VR`e`j` > `eYVd`9`VR`e`j` 3RSZd4`R`j`Z`_`Ž2001
Workplace Models for Excellence`H`R`d`Y`X`e`_L5`4`+`?`R`Z`_`R`j`9`VR`e`j`
> `eYVd`9`VR`e`j` 3RSZd4`R`j`Z`_`L`#`!`!`#`Ž
\$!`Ž 5`UX`d`_` ;6L5`f`T`V`e`=`Ž3`c`R`d`è`WUZX`_`eYVh``c`a`j`R`i`V`Ž3`f`Z`U`Z`X
R`f`a`a``c`e`a`c`X`R``W`c`_`f`c`d`_`X`^``eYVd`ŽAAOHV`J`i`W`Z`R`j`[`f`d`
`R`j`V`eYV2`^`V`Z`R``2`d`i`T`R`Z`_``V`@`T`i`f`a`R`Z`_`R`j`9`VR`e`j`?`f`c`d`d`
`**`(`,%`&`'`/`#`!`€`Ž
\$`Ž 3R`d`J`R`` ? 3Ž`f`c`d`_`X`^``eYVd`R`e`h``c`+`R`_`R`_`R`j`d`d``W``c`a``d`R`v`R`_`U
^`R`e`V`c`_`R`j`d`d`R`e`V`Z`d`e``f`a`a``c`e`j`R`i`R`e`Z`_`Z`_`eYVh``c`a`j`R`i`V`i`U`Z`h`c`e`R`
e`Z`_`N`H`R`j`eYR``L`>`2`+`9`V`j`V`c`D`I`Y``_`j`E`3`c`R`_`U`Z`i`F`_`Z`g`v`c`d`j`L`**`(`Ž
\$#`Ž 4`YV CL> ce\ > 3L> ce\ C8`Ž4`^`a`R`Z`i`_``W`R`e`V`c`_`R`j`R`S`d`V`_`i`
e`W`Z`i`_`R`_`U`Z`_`W`_`e`Z`i`_`V`d`i`d`e`V`d`R`_`_`X`S`c`R`d`è`WUZX`_`R`_`U`V`c`^`f`j`R`
WUZX`h`^`^`V`_`Z`_`d`h``T`c`a``d`R`Z`_`ŽAmerican Journal of Health
Promtion"**) &`!`#`/`#`%`€`&`S`Ž
SS`Ž 3R`d`J`R`` ? 3Ž`H``c`a`j`R`i`V`j`R`i`R`e`Z`_``f`a`a``c`e`L`A`R`e`::`+`h``c`d`_`X`h`Z`eY
eYVh``c`a`j`R`i`V`ŽJournal of Human Lactation"**)`,`%`%`+`\$`#`€`S`Ž
S`Ž 2`c`k`_`R5`V`a`R`e`^`V`_`e``V`@`VR`e`j`D`V`g`Z`V`d`Ž6`^`a`j`j`W`3`c`R`d`è`WUZX`
A`_`j`j`Ž`=`V`g`j`"LD`V`i`Z`_`2`U`^`L`?``Ž`"``*`ŽAY`V`_`Z`i`L`2`K`+`2`c`k`_`R`
5`V`a`R`e`^`V`_`e``V`@`VR`e`j`D`V`g`Z`V`d`#`!`!`#`12`f`X`f`d`e`"``%`Ž
S`&`Ž H`Y`R`j`D`6`L`>`W`Y`R`_`<`L`=`R`_`X`V`=LD`j`f`d`d`c`H`L`V`_`d`6`ŽAc`U`Z`i`e`c`d``W`
S`c`R`d`è`WUZX`_`X`U`f`d`R`Z`_`W`c`V`^`a`j`j`W`d``V`eYV`D`a`V`i`Z`j`D`f`a`a`j`V`_`V`_`d`j`
?`f`e`Z`_`A`c`X`R`^`W`c`H`^`^`V`_`L`_`W`_`e`d`L`R`_`U`4`Y`Z`U`c`V`_`i`H`:4`/`Ž
Journal of the American Dietetic Association`#`!`#`,`!`#`*/`+`#`*`!`€`S`Ž
\$`Ž >`T`e``c`X`A`2`L`3`g`R`_`e`4`2`Ž`_`W`V`_`T`V``W`i`T`R`j`_`V`h``c`^`^`V`S`V`d`R`_`U`
Y`R`j`eY`T`R`c`V`a`c`W`d`Z`_`R`j`d`_`_`Z`_`W`_`e`WUZX`_`X`a`c`R`i`e`Z`V`d``W`T`_`^`Z`i`R`j`j`
U`Z`R`U`g`_`e`R`X`U`^``eYVd`ŽMedical Anthropology"`)`*`,`!`1`%`#`&€`()`Ž
S`(`Ž D`Y`Z`j`U`d`>`Ž`A`R`c`V`_`e`Z`_`X`d`f`U`j`X`g`V`d`S`Z`eY`e`_`V`h`^`V`U`Z`d`d`R`e`V`j`+`_`
^`V`U`Z`ŽMedia Daily News`#`!`!`%`&`f`j`j`#`#`Ž
S`)Ž H`c`Z`Y`e`4`>`L`A`R`c`Z`_`d`_`<`?`L5`c`h`V`e`C`7`ŽH`Y`j`R`c`V`S`R`S`Z`d`h`V`R`_`W`U`
V`R`c`j`05`R`R`W`^`R`a`c`d`a`V`i`e`Z`V`a`^`a`f`j`R`Z`_`S`R`M`U`T`Y`c`e`d`f`U`j`Ž
Archives of Disease in Childhood`#`!`%)`*`1`*/`+`)"`S`€`Ž
S`*`Ž >`Z`c`R`2`<`L`<`Y`f`g`2` ;L9`Z`_`e`_`2`H`L`A`R`c`eYVd`4`ŽAc`U`Z`i`e`c`d``W`
S`c`R`d`è`WUZX`_`X`Z`_`eY`_`eZ`_`R`_`_`X`j`h`i`Z`_`T`^`V`h`^`^`V`_`ŽMaternal Child
Health Journal`#`!`!`%)`1`#`/`+`&€`(!`Ž
%`Ž

%Ž DZ`cdZ;LCV_WWh > ;LAZ_U cZDLH RUV2ŽDf aa` ceWcScRdWU
Z_X^`eVd14`TyR_VcVgZh/Ž_+TheCochraneLibraryL:dfVSL
#!ŠŽ@iWd+F aURVD`WhRcŽ

##Ž <ZŁ ? Ł2ScR^ d_ CL5 fSjZ_ AŽ6WTe`VcWcTf_dj`cd`_ScRd
WUZ_XZ_ZRZ_ŁM TjfdZjLR_UUf dRZ_ R^`_Xj`hŁZ_T^ VfcSR_
h`^ V_ŽJournal of Human Ladtation"***%!"1"/+" €Ž

%Š 4c`_V_hVe=CŁCV_ZYRŁeCŽDf aa` ceR_UScRdWUZ_X+RcVgZhŽ
Birth"*) (,"%***€# ŠŽ

%Ž 3VcDcRd`TRj > R\V_Z_XŽUsing Loving Support to Implement Best Prac
tices in Peer Counseling ŽER` aRL7=+3VcDcRd`TRj > R\V_Z_X#!%Ž

%Ž ERVrd6> Ł=ZCL8cf^ ^ VdDcRh_ => ŁVcRjŽ`eVcdR_U
Tj_ZTR_d aVcVŁgVd`_ScRdWUZ_XTf_dj_XUfc_Z_Xcfc_Z_V
acVg_eVgZŁcŽPediatrics#!!%" \$i&-6% &€" Ž

%Ž ŠfŽ@ ŁADURQ!F6CŁYAWY" e dRdWUZ
ñp à E0 'ø EG CS @ ° 0€PP P €pì«iñ\$ 'UIP 6U

&Ž < Y f g 2; L3 g R_e 4 2 L4 R_c e Y v d 4 L V e R j Ž E Y V_R e Z_R j = ` g Z_X
 D f a a ` c e > R V d 3 d R e W W U Z_X H ` c \ T R ` a R X_Z > Z H H a a Ž
Maternal Child Health Journal Ž T c e Y T ^ Z_X Ž
 & Ž H V_Z d V I Y ? Ž *Hands On Social Marketing A Step by Step Guide* Ž
 E Y f d R_U @ R_d 4 2 + D R V A f S j Z V c d " * * * Ž
 & Ž H ` d j U 9 V R e Y @ c R_Z R e Z _ Ž *International Code of Marketing of
 Breast-Milk Substitutes* C V d j f e Z _ a R H U S j e V S % e Y H ` d j U 9 V R e Y
 2 d V S j S % Ž # Ž 8 V_V g R + H ` d j U 9 V R e Y @ c R_Z R e Z _ L " *) " Ž
 & Ž 9 ` h R U 4 L 9 ` h R U 7 L = R h c V_T V C L 2 _ U X V 6 L 5 V 3 j Z T 6 L
 H V k ^ R > Ž @ W V V a c V_R e j W c ^ f j R R U g c e Z_X R_U z d W W e ` _
 S c R e W W U Z_X a R e c _ Ž *Obstetrics and Gynecology* # ! ! , * & # / # * ' € \$! Š Ž
 & * Ž 4 f e j V c 3 5 I H c Z Y e C 7 Ž E Y V F Ž Ž Z_W e W c ^ f j R Z_U f d e j + Z I U Z V d
 e I T _ d ^ V c R U g c e Z_X f _ V e Y Z R j ` c Z_V g Z S j V O *Health Marketing
 Quarterly* # ! # , " * 1 \$ / \$ * € & Ž
 ' ! Ž 5 Ž Ž j R ` 2 > L 8 d f ^ ^ V d D e R h _ => L 7 V_Z D 3 Ž 5 ` a V c V g U
 R e z f U d ` V a j d Z R_d R_U Y d a Z R d R W W W e S c R e W W U Z_X
 U T Z_Z _ d B i r t h # ! \$, \$! # / # * % € ' ! ! Ž
 ' " Ž 7 d W U 8 = L 4 j R \ D I D c V_d _ ; L = ` Y c ; 2 L 4 W R C L 4 f c e Z I Ž
 ? R e Z_R j R H d V_e ` V a j d Z R_d S c R e W W U Z_X \ ` h j U X L R e z f U d
 e e R Z_X R_U V a V_Z_V Ž *JAMA Journal of the American Medical
 Association* " * * & # (S i / # % # € Ž
 ' # Ž D I Y R j V c ; L @ ` 4 ` _ _ ` c < 8 L = R h c V_T V C 2 Ž A V U R e Z R_d a d R j
 e Z V d R_U R e z f U d c R U Z_X S c R e W W U Z_X a c ` ^ ` e Z _ Ž *Pediatrics*
 " * * * , " ! S i \$ / 6 \$ Ž
 ' Š Ž 3 V \ ` h Z k 2 5 Ž 2 a a j Z R e Z _ ` V d T Z j _ ` c ^ d e V g j e ` e V c Y R e Y R_U
 d T Z j j f d e Z V Z H V Ž _ + A V \ Z_d 9 H L V U Ž Ž *The Social Norms Approach
 to Preventing School and College Age Substance Abuse A Handbook
 for Educators Counselors and Clinicians* Ž D R_ 7 d R_T Z I + ; ` d j j 3 R d
 A f S j Z V c d # ! ! Š Ž
 ' % Ž F _ Z A U < Z_X U ^ 5 V a R c e V_e ` V 0 V R e Y Ž *Misunderstandings About
 Breastfeeding* = ` _ U _ + F < 5 V a R c e V_e ` V 0 V R e Y L # ! ! % 1 > R j / Ž
 ' & Ž = Z C L 7 c Z U X c 7 L 8 d f ^ ^ V d D e R h _ => Ž A f S j Z T a V c V a e Z _ d ` S c R H
 W W U Z_X T _ d e R Z e Ž *Journal of Human Lactation* # ! ! # , ") 1 \$ / # # (€ \$ Ž



6i aVcAR_V

8]` dRj

6i aVceAR_Vj

External Participants

Naomi Bar-Yam, PhD

4`_d]eR_e
? Vhè _L> RtdRIYfdveed

Cathy Carothers, BLA, IBCLC, RLC

EdZ_ZXR_U@fæVRIY 4``dZ_Rè c
3VèDèDèD TZZ] > R\Vè_Z
ER^ aR7]` cZR

Betty L. Crase, BA, IBCLC, RLC

> R_RXè3cRèWUZ_X: ZRèVLR_U
Ac XR^ 5 ZVTe d3cRèWUZ_XAc^`èZ_Z
Ayj dZR_d@WVAcRèZVd
5 ZZZ_`V4`^^^f_Zj 9 VReYDVgZVd
2^ VèZR_ 2 TRU j `WAVUReZd
6]\ 8 c`gVGZ]RXL:]Z`Zd

Gladys Mason, RD, LD, IBCLC, RLC

& S` 4èRèWUZ_X4``dZ_Rè c
DeRVH: 4 3cRèWUZ_X4``dZ_Rè c
?`ceY 4Rè]Z_R5 VèRè^ V_e`Vè VReYR_U
9 f^ Td VgZVd

O! a 0 , CUQ P D R @ Y R @ ! ó c • — € ð #

=5^ acè n ^!

4Rè IZD! sp Q or Hlon IM IM, Hseml

C 9 VØ_R Vá Vè5_^ f peteinm

?`^ cZZ_

8]` dRg

AAP	2 ^ VcZR_ 2TRUV`j `WAVURcZTd
Ankyloglossia	2 T _UZ_ Z hZY^ `gV` V_e` VeV_ VhS` c_ d è_ XfVZlcVcZTeUSj ReZYe Z XfRj W_f f^
BFHI	<i>Baby Friendly Hospital Initiative</i>
BPPOP III	3cRcWUZ_XAc` ^ `eZ_ Z AYj dZR_ d@WV AcRcZTd
Breastfeeding dyad	2]RReZ_Xh` ^ R_ R_ UYVcScRcWUZ_W_e` cTYZU
CDC	4V_eVdWc5ZMR4` _ec`]R_UAcV_eZ_
Cochrane Collaboration	2_ Z_eVc_RZ_Rj_` dWdac` Vc` cR_ZkRZ_ ac` l Goc`Xfa`e` lUeZ` Wc`aRZ_ RS` f`eU`VWVig` WeQ CpDTRV` ^ `cVZ`Wc` Wc`DgZp` Re Yea`z` HhT` TYR_ V`h`h^ " ° ê
Cochrane Library	2_ VVTe` _Z]ZcRj T_ dZ`X` WRcV`Rcj faURd VUT]]VTeZ_ `WgLV`TVSRMU^ VUZZ`VUR`SRMd
Cochrane Review	2 g`dV` RZQ Ž` TYO VUX

IBCLC	: _e_c_Rz_Rj 3`Ru4 VcZU=RIeZ_ 4`_d eR_e
IBFAN	: _e_c_Rz_Rj 3Rsj 7`U2TeZ_ ? Vh`c\
ICD	: _e_c_Rz_Rj 4 ReZTRZ_ `V5 ZMRd
IDEA	: _UgZFRjdhZy 5 ZRSZd6UFTRZ_ 2Te
ILCA	: _e_c_Rz_Rj =RIeZ_ 4`_d eR_ed2 dt TRZ_
INFACT	: _W_e7WUZ_X2TeZ_ 4`RjZ_ `W_R_RUR
<i>International Code</i>	EYVH 9 @ <i>International Code of Marketing of Breast-Milk Substitutes</i>
Intrapartum	EYVeZ VaVZUZ ^ VUZVj SWeLLf cZXR_U RwTYZUSZeYLV_VRlj T_dLUUe` SVeVeZ V W^ eV`_de`VefVjRS` cf_eZ eVVSZeY` VeV Z_W_eR_UUMZVj `VeVa RIV_eR
Latch	EYVReRiY^ V_e` VeVScRbWUZ_W_e` cTYUd ^`feYe eV^` eVcdScRbWUZ_VRlj eV_Za V R_UaVZRV jRcVZ_ `VeVScRbWUZ_eVaf ca` dV `VScRbWUZ_X
LLLI	=R=VIYV=VRfV:_e_c_Rz_Rj
Mastitis	2 ScRbZ_WTeZ_ eReTR_ `TifcUf cZ_X RIeZ_
NABA	? ReZ_Rj 2 Z_TVWc 3dRbWUZ_X2 Ug` TRj
NABA REAL	? 232 CVRcTYL6UFTRZ_ l2 Ug` TRj eR_U =VZjReZ_
Neonatal	EYVeZ VdY` cej RwcSZeYLV_VRlj T_dLUUe` Z_TjfUveVWZedgVRj hWd`VZW
NICU	? V_Rj : _e_c_ZgV4RVF_Z
NMR	? fcdZ_X> `eVcC``^

**Perinatal/
peripartum** EYVeZ Vd`cc`f_UZ_XTYZUSZeYEXV_VeRlj
T_dZUVUe`Z_TjfUVaC`X_R_Tj_R_UdVgV`Rj hWd
R`WcTYZUSZeY

Postpartum EYVeZ VdY`cej R`WcTYZUSZeYEXV_VeRlj
T_dZUVUe`Z_TjfUVRaC`iZ`ReMj eYV`Wc
' hWdWj`hZ_XTYZUSZeY

Prelacteal feeds 7WUZ_Xd`WZbfZd`eYVc`eYR_ScVRd`^Z`acZ`c
e`eYVZ`W`ed`WcT`d`^`aeZ`_`VScVRd`^Z`

Primiparous 2`eC`^`e`UVlC`SVR`Wd`eZ`V`^`eYVc`

TLC EdR`VU`=RlR`Z`_`4`RIY

UNICEF F`_ZAU`?`RZ`_d4`YZUV`_d7f`_U

USDA F`_ZAU`DeR`d5`VaRc`^`V`_e``V2`XcZf`|ef`dV

WABA H``cU2`j|Z`_TVWc`3c`Rd`WUZ`X2`TeZ`_

WHO H``cU9`VR`eY`@`cR`_Z`R`Z`_

WIC DaVlZ`Rj`Df`aa|V`^`V`_eRj`?`f`eC`Z`_`Ac`XcR`^`Wc`
H`^`^`V`_L`:_`W`_eL`R`_U4`YZUV`_i`W`_UMUSj`F`D5`2`/



