

New York State Ten Steps to a Breastfeeding Friendly Practice

Create A Breastfeeding Friendly Office

1. Develop, implement and maintain a written breastfeeding friendly office policy.
2. Train all staff to promote, support and protect breastfeeding and breastfeeding moms.
3. Discontinue routine distribution of infant breastmilk substitutes and eliminate formula marketing materials and gift packs from your office.
4. Create a breastfeeding friendly office environment.

Encourage Breastfeeding

5. During the **prenatal** period, discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families.
6. During the **postpartum** period, discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families.
7. Encourage breastfeeding mothers to feed newborns **only** breast milk.
8. Teach mothers about maintaining lactation when separated from their infants.

Support Mothers

9. Identify the local breastfeeding support network and foster collaborative working relationships and referral systems.
10. Provide comprehensive breastfeeding assistance and advice for mothers.