



"You must be the change
you wish to see in the world."
~ Mahatma Gandhi ~

Clinical Scripts

"ONE-LINERS"

***Ten Steps for
Successful Breastfeeding***

You can change course....
one infant at a time.

evergreen perinatal education

where excellence in healthcare begins

We have organized these One-liners according to the Ten Steps for Successful Breastfeeding of the Baby Friendly Hospital Initiative. These provide an excellent foundation for best infant feeding practices in every maternal-child health setting.

Step 1: Have a written breastfeeding policy that is routinely communicated to all healthcare staff.

Step 2: Train all healthcare staff in the skills necessary to implement the policy.

- One-liners for demonstrating the training of staff
- One-liners for collaborating with colleagues

Step 3: Inform pregnant women of the benefits and management of breastfeeding.

- One-liners for talking with pregnant women
- One-liners for talking with pregnant teens
- One-liners for talking with women who are ambivalent or plan to formula feed

Step 4: Help mothers initiate breastfeeding within one hour of birth.

- One-liners during labor to help a mother achieve an un-medicated birth whenever possible
- One-liners for the first hours after birth

Step 5: Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.

- One-liners for teaching a mother how to breastfeed
- One-liners for evaluating the latch
- One-liners when there is nipple pain or other problems
- One-liners when baby is in the NICU

Step 6: Give infants no food or drink other than breastmilk unless medically indicated.

- One-liners to emphasize the importance of breastmilk exclusivity
- One-liners for the mother who wants to supplement or thinks she doesn't have enough milk

Step 7: Practice rooming-in. Allow mothers and infants to remain together twenty-four hours a day.

- One-liners when mothers want their babies in the nursery
- One-liners when mothers are tired

Step 8: Encourage breastfeeding on demand.

- One-liners for explaining infant feeding cues
- One-liners for helping with sleepy babies

Step 9: Give no pacifiers or artificial nipples to breastfeeding infants.

- One-liners when families want to use a pacifier
- One-liners to support alternative feeding methods when supplementation is needed

Step 10: Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

- One-liners for the first follow-up visit
- One-liners for continuing challenges
- One-liners when a woman wants to quit breastfeeding
- One-liners for mothers who must reluctantly supplement

STEP 10

FOSTER THE ESTABLISHMENT OF BREASTFEEDING SUPPORT GROUPS AND REFER MOTHERS TO THEM ON DISCHARGE FROM THE HOSPITAL OR BIRTH CENTER.

One-liners for keeping women going when supplements are necessary:

- “You are right. Exclusive breastfeeding is best, but right now it’s important for your baby to get some extra food. The extra milk we’re giving now is like medicine.”
- “Someday we will hopefully have donor human milk for situations like this, but in the meantime, this is a good use of artificial milks/breastmilk substitutes.”
- “We use supplements like medicine, only when the benefits outweigh the risks, and only for as long as needed.”
- “Breastmilk and breastfeeding are still the most important thing. We’re just going to supplement while we work on the breastfeeding.”
- “We can supplement at your breast so he’ll still get your milk. We’re going to do everything we can to keep you breastfeeding.”
- “Breastfeeding doesn’t have to be all or nothing. Even a little bit of your milk is great for your baby.”