

TEN STEPS TO BEING BABY-FRIENDLY

Interior Health seeks to provide care that aligns with the Baby-Friendly Initiative (BFI) Ten Steps set by the World Health Organization and UNICEF to protect, promote and support breast/chest feeding*. The Baby-Friendly Initiative also ensures that all babies, no matter how they are fed, receive a similar high standard of care.

We recognize that many things influence the decision on how to feed your baby, both medical and personal. We want you to:

- Have the information you need when deciding how to best feed your baby
- Feel that your decisions are respected
- Receive support to reach your infant feeding goals

We welcome breast/chest feeding anytime, anywhere in our facilities and communities. In BC, breast/chest feeding is protected under the BC [Human Rights Code](#).



Step 1 Baby Friendly Policy

We have an Infant Feeding Policy that guides all staff in Interior Health to provide care that aligns with the Baby-Friendly Initiative standards.



Step 2 Staff Education

Our staff have up-to-date knowledge and skills to guide you along the way.



Step 3 Information for Families

We offer you information during pregnancy and after the birth to help you make infant feeding decisions that are best for both you and your baby.



Step 4 Skin-to-Skin

We support you to keep your baby close to you at all times, including being skin-to-skin. Skin-to-skin care helps babies learn to breast/chest feed, recover from birth easier, and feel comforted and safe. It is sometimes called Kangaroo Care.



Step 5 Learn to Feed Your Baby

We will help you learn to breast/chest feed and to overcome any difficulties you might have. If your baby needs to feed in other ways, we will help you learn alternative feeding methods.



Step 6 Human milk for Babies

When your goal is to breast/chest feed, we will help you give only your milk (or pasteurized donor milk, when available), unless there are medical reasons for using formula. If you are using formula, we will help you to do so safely.



Step 7 Parents and Babies Stay Together

We will keep you and your baby together unless there is a medical reason for you to be separated. This means your baby will be with you at all times day and night – called rooming-in. We will show you how to comfort your baby by skin-to-skin and breast/chest feeding during painful procedures such as blood tests and immunizations.



Step 8 Responsive Cue-based Feeding

We will help you learn your baby's feeding cues – when they are hungry and when they are full. We will support you to breast/chest feed for as long and as often as your baby needs as this helps you build a good milk supply and gives your baby comfort. We will show you how to feed your baby responsively if they are not breast/chest feeding.



Step 9 Bottles and Soothers

We will give you information about bottles and soothers so you can decide if you want to use them. If you are breastfeeding, we can show you how to give a supplement (if it is needed) and to comfort your baby in other ways. Bottles and soothers can be helpful for some babies – we will show you how to use them with confidence.



Step 10 Community Support

We ensure there is a smooth transition for you from hospital to home and that you know where you can find help. Our public health nurses and band nurses contact all families with newborns to offer ongoing care. We will inform you of groups in your community who provide a wide range of breast/chest feeding and new baby supports to families.

Learn more about the Baby-Friendly Initiative

- [Bringing Evidence to Practice: Introducing the Baby-Friendly Initiative - YouTube](#)
- [Baby-Friendly Initiative - Breastfeeding Committee for Canada \(breastfeedingcanada.ca\)](#)
- **Translations**

[Traditional Chinese \(PDF\)](#)

[Simplified Chinese \(PDF\)](#)

[Tagalog \(PDF\)](#)

[Punjabi \(PDF\)](#)

Contact us at BabyFriendly@interiorhealth.ca if you have any questions about the Baby-Friendly Initiative.

*Some people prefer terms other than breastfeeding to describe how they feed their baby e.g. chest feeding.