

Breastfeeding Policy for the Hospital



Our hospital promotes, protects and supports breastfeeding by ensuring adherence to recommended infant and young child feeding (IYCF) practices as under:

- Initiation of breastfeeding within one hour of birth, skin- to -skin contact, discouraging pre-lacteal feeds and use of milk formula, supporting mothers to practice exclusive breastfeeding during their stay in the hospital, both in normal and caesarean deliveries
- Our hospital has an established system for recording and reporting of initiation of breastfeeding within one hour of birth
- Our staff have adequate knowledge, competence and skills to support breastfeeding. We ensure availability of trained staff (MO/SNs/ANMs) in our maternity services
- We counsel pregnant women and their families on the importance and management of breastfeeding during ante-natal clinic visits
- Our staff facilitate immediate, uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth both in normal and caesarean deliveries
- Our staff are trained and support mothers to initiate and maintain breastfeeding by demonstrating positioning and attachment and managing common difficulties
- We discourage the practice of providing pre-lacteal feeds to newborn. We do not provide any food or fluids other than breast milk to the newborn except on medical indications
- We encourage mothers and their newborns to remain together and to practice rooming-in 24 hours a day. Our hospital does not separate the newborn and the mother, unless medically indicated
- Our staff counsels mothers against the use and risks of feeding bottles, teats and pacifiers
- Our staff support low-birth weight and preterm infants by imparting skills to mothers such as how to express breast milk (EBM) and feed EBM to newborn
- Our hospital provides appropriate information and linkages to the parents to have timely access to ongoing support and care after discharge from the hospital. This information is recorded in the discharge summary
- We fully comply with the IMS Act and **do not allow any violation of the Act in our premises including:**
 - i. Promotion of 'infant milk substitutes', 'feeding bottles' and 'infant foods' as per the IMS Act
 - ii. Display of placards or posters related to use or sale of such 'products'
 - iii. Demonstration of infant formula feeding to a mother or to any member of her family
 - iv. Any direct or indirect financial inducement to promote use of such products
 - v. Conducting any meetings, seminars, conferences, workshop and training etc. by an employee or person, who produces, supplies, distributes or sells such 'products'
 - vi. Offering or giving any contribution or pecuniary benefit to a health worker or any association of health workers to promote infant milk and food substitutes.