

## **Middlesex Hospital**

### **A Baby Friendly Hospital**

Middlesex Hospital and the Pregnancy & Birth Center (P&BC) adheres to the World Health Organization (WHO) and United Nations Children's Fund (UNICEF) Global Strategy of a *Baby Friendly* Hospital. A hospital with a Baby Friendly designation, utilizes the Ten Steps to Successful Breastfeeding to promote, protect, and support optimal infant feeding, which has the greatest benefit to our families. Our goal is to improve the nutritional status, growth and development, and overall health of our infants and children through breastfeeding.

#### **Ten Steps to Successful Breastfeeding**

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in the skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give infants no food or drink other than breast-milk, unless medically indicated.
7. Practice rooming in – allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

#### **Breastfeeding saves parents and community money.**

For our parents, this means that money is saved when the duration of breastfeeding increases:

- Save \$1,500 – 2,000 per year by using breast-milk instead of formula
- Less co-pay costs with less illness visits to the doctor's office or clinic
- Less hospitalization for severe or prolonged episodes of illnesses

The community benefits from supporting a mother's choice to breastfeed by saving the health care system millions of dollars through decreased hospitalizations and pediatric clinic visits. For diarrhea alone, approximately 200,000 US children, mostly young infants, are hospitalized annually at a cost of more than half a billion dollars.

At Middlesex Hospital we offer the best experience possible that supports the highest-quality maternity health care. Our staff is extensively educated in breastfeeding and provides a safe practice in compliance with the International Code of Marketing and Breast-milk Substitutes. We purchase formulas and other feeding supplies at a fair market price and regulate marketing practices that promote use of breast-milk substitutes, feeding devices and pacifiers for our patients. If you have any further questions about our Baby Friendly facility or verification of our compliance to the International Code of Marketing of Breast-Milk Substitutes please contact P&BC at 860-358-6867.

[Our breastfeeding policy is available on the homepage of the Hospital Intranet, click on "OB."](#)