

**BFI Implementation Guideline**

**Table 1**

For use as part of self-appraisal.

**Table 1: BFI Standards and Monitoring Recommendations**

The suggested monitoring column provides examples of tools that may be used to collect and verify the facility’s progress toward meeting the standards. The hyperlinks to these tools are available on page 24.

Hospital cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ...

Community Health Service Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ...

**Critical Management Procedures**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Facility** | | **Baby-Friendly Initiative Standard** | **Target** | **Suggested Monitoring** | **Progress Notes** |
| Step 1.a. Comply with the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly Resolutions. | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1a.1. All products[[1]](#footnote-2) covered by the Code have been purchased in the same manner as other pharmaceuticals and food, and not received through free or subsidized supplies. | Demonstrated | Review of facility purchasing records |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1a.2. The facility as well as independently run businesses operating on facility sites have:   * no displays, promotions or free distribution of products covered by the Code. | Not displayed | Observations in the facility |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1a.3. The facility has an Infant Feeding Policy describing adherence to the Code, including:   * procurement of human milk substitutes * prohibition of support, education or gifts from producers or distributors of products covered by the Code * prohibition of provision of samples of human milk substitutes, feeding bottles or teats to pregnant women/persons or mothers/birthing parents. | Exists and meets criteria | Review of infant feeding policy |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1a.4. Care providers (direct and indirect) can describe how adherence to the Code is incorporated into their practice. | ≥80% |  |  |
| Step 1.b. Have a written Infant Feeding Policy that is routinely communicated to all staff, pregnant women/persons and parents. | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1b.1. The healthcare facility has a written Infant Feeding Policy that addresses the implementation of the Ten Steps. | Exists and is regularly updated and communicated to staff | Review of infant feeding policy |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1b.2. A summary of the policy is visible to pregnant women/persons, parents and the public in languages most understood by the population served. | Displayed | Observation of posted policy |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1b.3. Clinical protocols and standards related to breastfeeding and infant feeding are consistent with the BFI standards and current evidence-based guidelines. | In alignment | Review of clinical protocols and standards |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1b.4. Staff can explain at least 2 elements of the Infant Feeding Policy that influence their role at the facility. | ≥80% | Interviews with staff |  |
| Step 1.c. Establish ongoing BFI monitoring and data-management systems. | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1c.1. The facility has a protocol for ongoing monitoring and data-management systems to comply with the eight key clinical practices and aligns with the BCC Monitoring Recommendations. (See Step 1c in BFI Guideline Checklist.) | Exists and is regularly updated and communicated to staff | Documentation of protocol |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1c.2. Meetings of the facility’s quality improvement/BFI team take place regularly. | At least every 6 months | Documentation of meetings |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 1c.3. Staff can explain why practices are monitored, the importance of monitoring and how monitoring is done in the facility. | ≥80% | Interviews or surveys with staff |  |
| Step 2. Ensure that staff have the competencies (knowledge, attitudes and skills) necessary to support mothers/birthing parents to meet their infant feeding goals. | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 2.1. Staff new to the facility are oriented to the BFI according to their role, within 6 months of their start date. | ≥80% | Interviews with staff and orientation tracking tool |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 2.2. Direct care providers[[2]](#footnote-3) review their BFI competencies within their role in the facility, using the international protocol WHO [Competency Verification Toolkit](https://www.who.int/publications/i/item/9789240008854) and the BCC Competency Verification for Direct Care Providers Working in Community Health Services] at least every 2 years. | ≥80% | Interviews with direct care providers, performance appraisals |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 2.3. Indirect care providers[[3]](#footnote-4) can show evidence of competency related to BFI within their role at the facility. | ≥80% | Interviews with indirect care providers, continuing-education tracking tool |  |

**Key Clinical Practices**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Facility** | | **Baby-Friendly Initiative Standard** | **Target** | **Suggested Monitoring of Primary Sources** | **Suggested Monitoring of Additional Sources** | **Progress Notes** |
| Step 3. Discuss the importance and process of breastfeeding with pregnant women/persons and their families. | | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 3.1. Pregnant women/persons receiving prenatal care/education through the facility receive information on breastfeeding. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 3.2. Pregnant women/persons who receive prenatal care can adequately describe what was discussed about 2 topics included in the international protocol for prenatal discussion. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| Step 4. Facilitate immediate and uninterrupted skin-to-skin contact at birth. Support mothers/birthing parents to respond to the infant’s cues to initiate breastfeeding as soon as possible after birth. | | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 4.1. Mothers/birthing parentsreport that their infants are placed skin-to-skin with them immediately after birth (vaginal and caesarean) unless there are justifiable medical reasons for delayed contact.  **Note:** The use of terms “as soon as possible” and “up to 5 minutes” are intended to signal those attending the birth that an occasional delay may be necessary to allow them time for brief assessment of a critical medical issue. The assessment of the standard allows for a delay of up to 5 minutes under these circumstances. | ≥80% | Observations, interviews or surveys | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 4.2. Mothers/birthing parents report that their infants (born vaginally or by caesarean) remained skin-to-skin with them without interruption for at least one hour, or until completion of the first feed, unless there were documented medically justifiable reasons. | ≥80% | Observations, interviews or surveys | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | **4.3. SENTINEL STANDARD: Mothers/birthing parents report that they offered the breast to their infant within one hour after birth (vaginal or caesarean).** | ≥80% | Interviews or surveys | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 4.4. Mothers/birthing parents of unstable or sick infants report that they were supported to hold their infant skin-to-skin as soon as they were stable. | ≥80% | Interviews | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 4.5. Mothers/birthing parents report they were given information during pregnancy about the importance of skin-to-skin contact with their infant at birth and how to ensure safety. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 4.6. Mothers/birthing parents report they were given information on how to safely position and monitor their babies while skin-to-skin. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| Step 5. Support mothers/parents to initiate and maintain breastfeeding and manage common difficulties. | | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 5.1. Breastfeeding mothers/parents can comfortably position and latch their infant. | ≥80% | Interviews or surveys | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 5.2. Mothers/birthing parents can describe practices that increase breastfeeding success (early frequent feeding, responding to cues, effective latch, skin-to-skin, etc.). | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 5.3. Mothers/birthing parents can describe signs that the infant is feeding effectively. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 5.4. Parents who are not breastfeeding or not breastfeeding exclusively report they received individualized counselling to respond to their needs. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 5.5. Breastfeeding mothers/parents are offered timely assistance with breastfeeding within 6 hours after birth and as needed. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 5.6. Breastfeeding mothers/parents can demonstrate or explain how to hand express their milk. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 5.7. Breastfeeding mothers/parents separated from their infants are offered timely assistance to express their milk within 1 to 2 hours after birth and as needed. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 5.8. Breastfeeding mothers/ parents separated from their infants or whose babies are not feeding effectively can describe how to express their milk to initiate and maintain milk supply. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 5.9. Breastfeeding mothers/parents are aware of how to access timely, knowledgeable assistance with breastfeeding throughout their breastfeeding experience.[[4]](#footnote-5) | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| Step 6. Support mothers/parents to exclusively breastfeed for the first six months, unless supplements are medically indicated. | | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | **6.1. SENTINEL STANDARD: Infants (term, preterm) received only human milk throughout their stay at the birthing facility.** | ≥75% | Clinical records | Interviews, surveys or focus groups  Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 6.2. Breastfed infants who received supplemental feeds have documented [medical indications for supplementation](https://breastfeedingcanada.ca/wp-content/uploads/2021/04/Medical-Indications-for-Supplementation-April-14.pdf). | See table under Step 1.c | Clinical records |  |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 6.3. Mothers/birthing parents who supplement for medical or personal reasons or decided not to breastfeed report they were supported in their decision making[[5]](#footnote-6) and plan. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
|  | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | **6.4. SENTINEL STANDARD: Infants are exclusively breastfed on entry to the community health service.** | ≥75% |  |  |  |
|  | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | **6.5. SENTINEL STANDARD: Infants are exclusively breastfed at 6 months.** | ≥50% |  |  |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 6.6. Parents who do not breastfeed or do not breastfeed exclusively report that direct care providers individually discussed with them the safe preparation, feeding and storage of human milk substitutes. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 6.7 Parents of premature or vulnerable infants who cannot be fed their mother’s/parent’s milk are offered individual information about the importance, availability and use of pasteurized donor human milk. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| Step 7. Promote and support mother-infant togetherness. | | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 7.1. Mothers/birthing parents confirm that they were supported to stay together with their infant since birth. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 7.2. Mothers/birthing parents of infants in NICU confirm they were encouraged to stay close to their infants as much as possible, day and night. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 7.3. Parents confirm that they received information about safe sleep for infants using harm-reduction messaging about bedsharing and swaddling/tight bundling. | ≥80% | Observation, interviews, surveys or focus groups; review of facility’s print and online materials | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 7.4. Mothers/birthing parents confirm that their infants were held skin-to-skin and/or breastfed during infants’ painful procedures. | ≥80% | Observation, interviews, surveys or focus groups; review of facility’s print and online materials | Staff surveys |  |
|  | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 7.5. Mothers/birthing parents report they received information on strategies to facilitate mother-infant togetherness at home. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 7.6. Breastfeeding parents confirm that they felt welcome to breastfeed in all public areas of the facility. | ≥80% | Observation of parents breastfeeding in public places in the facility; interviews, surveys or focus groups | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 7.7. Parents confirm that they could access a private, comfortable space at the facility for breastfeeding or milk expression upon request. | ≥80% | Existence of a suitable, space for breastfeeding or milk expression; interviews, surveys or focus groups | Staff surveys |  |
| Step 8. Encourage responsive, cue-based feeding for infants. Encourage sustained breastfeeding beyond 6 months with appropriate introduction of complementary foods. | | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 8.1. Parents report that they have been encouraged to feed responsively according to their infants’ cues. | ≥80% | Interviews, surveys or focus groups | Clinical records, review facility’s print and online materials, staff surveys |  |
|  | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 8.2. Parents are aware of recommendations for breastfeeding duration and when to introduce complementary foods. | ≥80% | Interviews, surveys or focus groups | Review facility’s print and online materials, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 8.3. Parents of preterm, sick or non-cueing infants report they have received guidance in observing their infants’ subtle signs and behavioural state shifts to help them determine when to feed. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| 1. Step 9. Discuss the use and effects of feeding bottles, artificial nipples and pacifiers with parents. | | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 9.1. Parents report they were supported to make informed decisions about the use of bottles, artificial nipples and pacifiers for medical or non-medical reasons. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 9.2. Parents who are using bottles, artificial nipples or pacifiers confirm that they received information on their safe use and care. | ≥80% | Interviews, surveys or focus groups | Clinical records, staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 9.3. Parents can describe the information they have received about calming techniques for infants other than pacifiers. | ≥80% | Interviews, surveys or focus groups; review of facility’s print and online materials | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 9.4. Parents of infants needing supplementation can confirm that options were discussed with them (e.g., cup, spoon, feeding tube). | ≥80% | Interviews, surveys or focus groups; review of facility’s print and online materials | Staff surveys |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... |  | 9.5. Parents with a preterm infant can describe one reason why non-nutritive suckling is important until breastfeeding is established. | ≥80% | Interviews, surveys or focus groups | Staff surveys |  |
| Step 10. Provide a seamless transition between the services provided by the hospital, community health services and peer-support programs. | | | | | | |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 10.1. There is evidence of coordination of care among hospitals, community health services and peer-support groups to facilitate seamless transition. | Exists | Interviews, surveys or focus groups |  |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 10.2. Parents report that they have been informed how to access breastfeeding/infant feeding support in their community. | ≥80% | Interviews, surveys or focus groups | Print or electronic material, clinical records, staff surveys |  |
|  | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 10.3. There is evidence that appropriate services are in place to support infant feeding from time of entry into service and for as long as the infant is breastfeeding. | ≥80% | Interviews, surveys or focus groups |  |  |
| cropped-hospital-symbol-sign-hospital-street-sign-sku-k-8164-on ... | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 10.4. There is evidence that the facility uses targeted approaches to reduce inequities and universal approaches to protect, promote and support breastfeeding. | Exists | Interviews, surveys or focus group; review of facility’s print and online materials |  |  |
|  | Free Web Symbol Cliparts, Download Free Clip Art, Free Clip Art on ... | 10.5. Parents report that community health services were available if and when they needed support with breastfeeding/infant feeding, even during emergencies. | ≥80% | Interviews, surveys or focus group; review of facility’s print and online materials | Staff surveys |  |

1. Products covered by the Code include the following: breastmilk substitutes (including infant formula), feeding bottles and teats. This should be understood to include any formulas or milks (or products that could be used to replace breast milk) that are specifically marketed for feeding infants and young children up to the age of three years, including special-needs, follow-up and growing-up formulas; other foods and beverages promoted to be suitable for feeding a baby during the first six months of life when exclusive breastfeeding is recommended. This would include baby teas, juices and waters. (*The International Code of Marketing of Breast-milk Substitutes: Frequently Asked Questions* [2017]. World Health Organization. http://apps.who.int/iris/bitstream/10665/254911/1/WHO-NMH-NHD-17.1-eng.pdf) [↑](#footnote-ref-2)
2. Direct care provider: person who provides education, assessment, support, intervention, assistance and/or follow-up with regards to infant feeding. [↑](#footnote-ref-3)
3. Indirect care provider: person who provides services to perinatal clients and could influence information communicated to them on topics addressed in the BFI standards. [↑](#footnote-ref-4)
4. The minimum of six breastfeeding counselling contacts may occur at the following time points: before birth (antenatal period); during and immediately after birth (perinatal period up to the first two to three days after birth); at one to two weeks after birth (neonatal period); in the first three to four months (early infancy); at six months (at the start of complementary feeding); and after six months (late infancy and early childhood), with additional contacts as necessary (for instance, when planning to return to school or work, or any time that concerns or challenges related to breastfeeding arise) or when opportunities for breastfeeding counselling occur (such as during child immunization visits). (*Guideline: Counselling of women to improve breastfeeding practices* (2019).World Health Organization.<https://apps.who.int/iris/bitstream/handle/10665/280133/9789241550468-eng.pdf?ua=1>) [↑](#footnote-ref-5)
5. Supporting informed decision making includes the provision of:

   * the opportunity for women/birthing parents to discuss their concerns
   * the importance of breastfeeding for babies, mothers/birthing parents, families and communities
   * the health consequences of not breastfeeding for babies and mothers/birthing parents
   * the impact and cost of human milk substitutes
   * the difficulty of reversing decisions once breastfeeding is stopped

   [↑](#footnote-ref-6)