



You make the difference



Every Interaction Matters ...

Strengthen What Works !



Protect

Follow evidence-informed policies and practices

Uphold the International Code

Provide respectful, non-judgmental care

Facilitate informed decision-making



Promote

Encourage skin-to-skin care

Promote responsive, cue-based feeding

Share accurate, consistent information with families



Support

Listen first

Help families overcome infant feeding challenges

Refer when additional expertise is needed

