

OUR COMMON DOCUMENTS

Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding

"As a global goal for optimal maternal and child health and nutrition, all women should be enabled to practice exclusive breastfeeding and all infants should be fed exclusively on breastmilk from birth to 4-6 months of age. Thereafter, children should continue to be breastfed, while receiving appropriate and adequate complementary foods, for up to two years of age or beyond."

*Developed and adopted by 32 governments and
10 UN agencies on 1 August 1990*

Convention on the Rights of the Child

"To ensure that all segments of society, in particular parents and children, are informed, have access to education and are supported in the use of basic knowledge of child health and nutrition, [and] the advantages of breastfeeding..."

*Adopted by the United Nations 20 November 1989
Came into legal force September 1990*

Declaration of the World Summit on Children

"There is no cause which merits a higher priority than the protection and development of children, on whom the survival, stability and advancement of all nations—and, indeed, of human civilization—depends."

Adopted by heads of state/governments on 30 September 1990

Ten Steps to Successful Breastfeeding

Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, 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 artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

From Joint WHO/UNICEF Statement, July 1989

International Code of Marketing of Breastmilk Substitutes (and subsequent WHA resolutions on infant feeding)

"Affirming the right of every child and every pregnant and lactating woman to be adequately nourished..." and "conscious that breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants."

"... [breastmilk substitutes] should not be marketed or distributed in ways that may interfere with the protection and promotion of breastfeeding..."

Adopted by World Health Assembly 21 May 1981