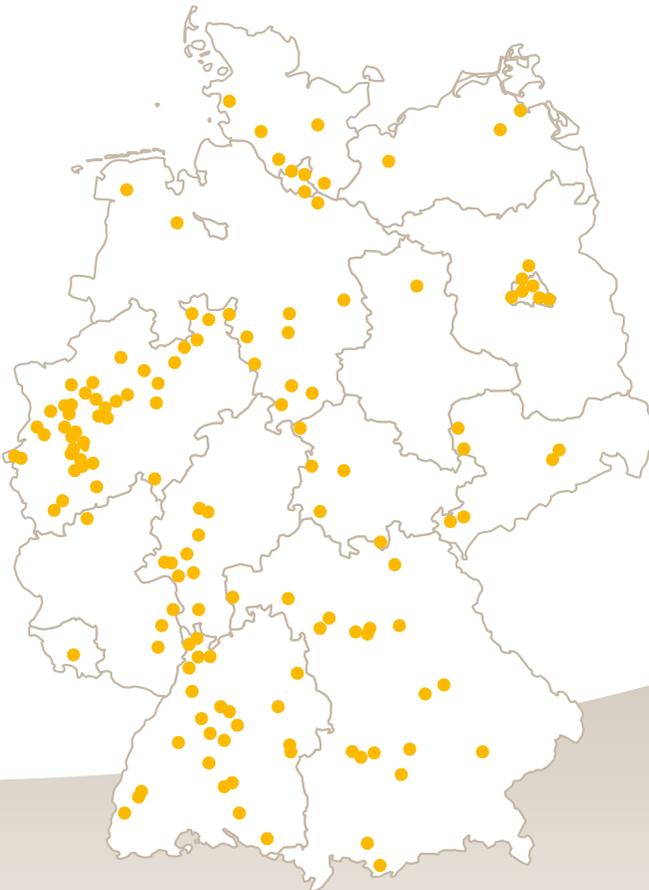**BABYFREUNDLICH**
Eine Initiative von WHO und UNICEF

Creating space for love
Giving birth in a Baby-Friendly Hospital

Baby-Friendly Initiative

Baby-Friendly Hospital is a WHO & UNICEF initiative that has been successfully implemented the world over. Baby-Friendly Hospitals work differently: We adapt our procedures more closely to the needs of women, babies, and families. We listen to what you say. And we offer information and support.

We believe in our family-friendly approach. All certified teams are involved in the initiative without receiving any additional funding.

Search for hospitals at www.babyfreundlich.org

Welcome to the world

A birth and the first few days together are precious and irretrievable. It's a big adventure, every single time. That's why the staff in our hospitals work competently and attentively – day in, day out – to ensure that all newborns get a good start with their families.

Numerous surveys and studies have found that mothers are more satisfied, better informed, and able to breastfeed more successfully after baby-friendly births.

Ten Steps – reliable conditions, intimate results.

Ten steps –
the **baby-friendly**
way

Here you will find the Ten Steps by WHO and UNICEF, according to which all baby-friendly hospitals operate reliably. You can rely on this.

BABYFREUNDLICH
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1

Baby-friendly hospitals have successful policies in place to support bonding, development and breastfeeding.

We are independent of infant formula manufacturers.

2

We regularly train our staff to maintain the highest standards of competency in supporting parents and children.

3

Don't be afraid to ask us anything. We provide comprehensive counselling on breastfeeding and building a loving bond.

4

We make sure mothers and their healthy babies have extensive and undisturbed skin-to-skin contact right after birth. Settle down together as a family in your own time.

5

We give you tried and tested tips for relaxed breastfeeding and ensuring an ample milk supply.

6

We only ever formula feed breastfed newborns where medically necessary. We avoid the use of artificial teats.

7

24-hour rooming-in: In our hospital, mothers and healthy newborns stay together day and night.

8

We help you to under-stand your baby's cues and to respond to them lovingly.

9

If you opt for an alternative feeding method, we will counsel you individually on bottle feeding and bonding.

10

We invite you to attend breastfeeding support groups and parent & child groups after leaving hospital.

Because a good start matters.

"The birth was an extreme situation. But not once did I have the impression that the team was stressed. We've been here for three weeks now and still have that positive feeling. Our two little fighters are doing really well. They're both being fed entirely with breast milk, and are now even being breastfed. They're with their mom and me most of the time."

– Torsten & Anna with Gustav & Theo

"I absolutely didn't want to breastfeed my child. But that was no problem whatsoever. The staff were very supportive and helped me express colostrum. And they showed me how to bottle-feed in a really cuddly way."

– Monika & Justin

"Our baby's lying on us naked all the time. We hadn't really anticipated that and we've been given fantastic guidance. From the moment she was born, our daughter was on me the whole time. Even while we were being wheeled through the hospital in bed! I'm just never going to let go of her."

– Nina with Mila

"When I was able to hold my baby in my arms for the first time, it was an overwhelming feeling. Everything was new. Who is this little person, how does she feel and how do I do this now? It all worked out. I had great people by my side. Thank you!"

– Yildiz with Nikan

Breastfeeding –
a handful of knowledge

Brea

Milk
mont
that,
addit
the m

Skin-to-skin contact immediately a

Time to fall in love! Prolonged and undisturbed sk
establish a strong emotional bond. Often, the b
breastfeed of its own accord.

Laid-back breastfeeding

The mother reclines, well supported and relaxed, with he
top of her. This position helps the newborn find the bre
breastfeeding reflexes can take effect.

Frequent breastfeeding is importan

A baby will want to breastfeed eight to twelve times
This gives it ample milk and a lot of physical contact

Hand expressing breas

Mothers can also express their r
It's very convenient, easy to learn,
reliant on technical devices.

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astfeeding is a natural process

production already begins during pregnancy. For the first six ths of its life, a baby needs nothing other than breast milk. After it is recommended that infants continue to be breastfed in ion to receiving suitable complementary foods. For as long as nother and child wish, even for two years or longer.

fter birth

in-to-skin contact helps baby will then begin to

r baby tummy-down on east, because its innate

t

s – or more – in 24 hours.
.

t milk

milk effectively by hand.
and means they are not

The reclined position during breastfeeding

Practical: Your baby has innate breastfeeding reflexes that help it to move to the breast and latch on independently. You can help your baby here: lean back and relax, preferably in a semi-upright position supported by a pillow.

The baby lies on its stomach on you and can support its hands and feet well. This position is particularly favourable for the first few weeks of life.

You and your baby will soon become a well-coordinated team and find your individual favourite positions.

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