



## Petaluma Valley Hospital recognized as a Baby-Friendly birth facility

### The Ten Steps to Successful Breastfeeding are:

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

## *What does “Baby-Friendly” mean?*

Petaluma Valley Hospital has received international recognition as a “Baby-Friendly” Designated birth facility by Baby-Friendly USA. Petaluma Valley Hospital (PVH) is the only hospital in Sonoma County to receive this honorable designation.

Baby-Friendly USA, Inc. is the U.S. authority for the implementation of the Baby-Friendly Hospital Initiative, a global program sponsored by the World Health Organization and the United Nations Children’s Fund. The initiative encourages and recognizes hospitals and birthing centers that offer an optimal level of care for breastfeeding mothers and their babies.

The “Baby-Friendly” designation is given after a rigorous on-site survey is completed. The award recognizes birth facilities that offer breastfeeding mothers the Ten Steps to Successful Breastfeeding, as demonstrated by quality processes.