

What Does "Baby-Friendly" Mean?

Launched worldwide in 1992, the Baby-Friendly Hospital Initiative is a joint project of WHO and UNICEF. The goal of the initiative is to recognize hospitals and maternity care centers that demonstrate their commitment to providing a positive environment for breastfeeding mothers by fulfilling the standards outlined in the *Ten Steps to Successful Breastfeeding*.

Our Mission

At San Gabriel Valley Medical Center, our mission is to inform all pregnant women of the benefits of breastfeeding so they can make informed decisions on how to feed their babies and to offer them the support needed to maintain that choice.

Our staff are able to confidently establish, support and protect early mother-infant attachment for all mothers and honor the mother's beliefs and choice of infant feeding.

All mothers and infants will have skin-to-skin time immediately after birth and remain together for the hospitalization unless medically contraindicated.

The American Academy of Pediatrics (AAP) recommends only breast milk for the first six months of life. The AAP also recommends continued breastfeeding through the first year of life and beyond.



A Mother's Guide to BREASTFEEDING

from San Gabriel Valley Medical Center

Fun Facts

- Breast milk has approximately 400 known ingredients, artificial formula has about 40.
- It costs approximately \$3,000.00 to formula feed a baby for the first year of life.
- When an infant is exclusively breastfed for 6 months, their risk of childhood obesity decreases by 24%.
- Newborns that receive skin-to-skin time tend to have more stable temperatures, heart rates and blood sugar levels.
- Learn more at:
www.BreastfeedLA.org



Baby-Friendly Hospital



Women's Pavilion
at San Gabriel Valley Medical Center

It is our goal to ensure that all mothers are empowered to succeed,
and also to respect and support
their informed choice of feeding method.



A Mother's Ten Steps to Successful Breastfeeding

1. Breast is best, but why?

Learn why giving only breast milk is best for your baby and you, and why formula can cause problems. Use WIC, other moms, books, and videos as resources. Take a breastfeeding class!

2. Tell the world

Let your OB doctor, family, friends, and employers know that you are planning to give only breast milk, and need their full support. Tell the Labor & Delivery doctors and nurses as well as the nursery and post partum nurses that you want only breast milk for your baby.

3. Hold your newborn skin-to-skin

right after birth. Your baby will be alert and interested in breastfeeding. Tell your doctor and nurse that you want this whether or you intend to breastfeed or not.

4. Room-in with your baby

This will allow you to respond to your baby's feeding cues and breastfeed as soon as he shows he is hungry. Don't wait for him to cry.

5. Feeding on-demand, infant led feedings.

SGVMC encourages exclusive breast milk feedings. Formula will be provided only for medical indications or at mother's request. If you give your baby formula then your baby will be too full to breastfeed and it will decrease the amount of breast milk your body will produce.

6. Think ahead

If you will return to work, s with breastfeeding only so your body makes the milk your baby will need. Introduce bottles later.

7. Ask for help

Ask your nurse if the hospital has a lactation specialist available.

8. Don't get discouraged if you have difficulties. Most breastfeeding problems can be easily fixed. Ask for help from hospital staff a friend or relative who has breastfed or your WIC counselor. The Breastfeeding Resource Directory lists breastfeeding help available in your area and you can always contact our Women's Pavilion Postpartum Unit at (626) 457-3242 for any questions or concerns.

9. Plan for the long term

Get comfortable breastfeeding away from home; make a plan for pumping when you return to work or school.

10. Get to know other breastfeeding moms:

make new friends; join a La Leche League mothers' group. And most importantly, have fun getting to know your baby!



Breastfeeding Resources:

- Breastfeed LA: info@breastfeedLA.org
- La Leche League: (800)-LALECHE or www.llli.org
- If you have any questions or concerns, contact the Women's Pavilion Postpartum Unit at 626-457-3242.
- International Lactation Consultant Association (ILCA) <https://www.ilca.org>
- San Gabriel Valley Breast Milk Depot
1150 S. Sunset Blvd., West Covina, CA 91790
– receiving breast milk donations 24/7
626-851-2714 (call ahead)

Breastfeeding Support and Education

- A nurse will show you how to hold your baby and how to help him or her latch on.
- The nursing and medical staff will support on demand feedings according to your baby's cue; anticipate a minimum of 8 times in 24 hours per American Academy of Pediatrics (AAP) guidelines. Time at the breast for feedings will not be restricted.
- Your baby will not be supplemented with formula, glucose water, etc., or given a pacifier unless this is needed for a medical reason.
- You will be encouraged to exclusively breastfeed your baby while in the hospital and to continue exclusively breastfeeding for a minimum of six months according to the AAP.

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