



24 Hour Rooming-In

Because the safest, most comforting place for your baby...is with YOU.

24-Hour Rooming-In, practiced at University Hospital, means that your baby stays with you in your room throughout your hospital stay.

Rooming-in has many advantages, including...

- Promotes breastfeeding and better milk supply.
- Allows mother and baby to bond and learn from each other.
- Lets mother respond to baby's needs right away.
- Decreases baby's chance of infection.
- Lessens crying.
- Ensures parents that their baby is getting the best, possible care.
- Allows moms to get more rest...No more walking back and forth to the nursery to feed baby.

Ten Steps to Successful Breastfeeding, also practiced at University Hospital, forms the basis of the Baby-Friendly Hospital Initiative, a worldwide breastfeeding quality-improvement project.

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 one 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 breast milk, unless medically indicated.
7. Practice rooming-in - that is, 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.

Baby-Friendly hospitals and birth centers also uphold the International Code of Marketing of Breast Milk. Substitutes by offering parents support, education, and educational materials that promote the use of human milk rather than other infant food or drinks, and by refusing to accept or distribute free or subsidized supplies of breastmilk substitutes, nipples, and other feeding devices.

Source: Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services, a joint WHO/UNICEF statement published by the World Health Organization.