

World Breastfeeding Week this year celebrates the Baby-Friendly Hospital Initiative and the 10 Steps to Becoming Baby-Friendly. We have many products to support breastfeeding and have created 10 packages for world Breastfeeding Week, each supporting one of the 10 Steps to Baby-Friendly. Each of the products listed can also be ordered separately.

Baby Friendly Step 1:

Have a written breastfeeding policy that is routinely communicated to all health care staff.

Support Materials:

1. A sample of several breastfeeding policies
2. Continuity of Care in Breastfeeding Text and Module (19 contact hours) \$179.95
3. Intro Pack about Baby-Friendly



\$179.95

Baby-Friendly Step 3:

Inform all pregnant women about the benefits and management of breastfeeding.

Support Materials:

1. 100 Questions and Answers about Breastfeeding \$19.95
2. Pamphlets (25 each): An Easy Way to Get Started Breastfeeding, Breastfeeding: Best for Baby and Best for You, Men Ask Questions about Breastfeeding, A Guide for the Labor Partner, Learning about Breastfeeding. \$61.25



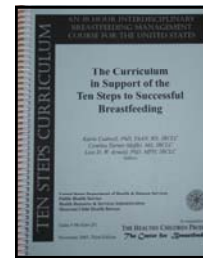
\$81.20

Baby-Friendly Step 2:

Train all health care staff in skills necessary to implement this policy.

Support Materials:

1. The Curriculum to Support the 10 Steps



\$50.00

Baby-Friendly Step 4:

Help mothers initiate breastfeeding within one hour of birth.

Support Materials:

1. Skin to Skin in the First Hour After Birth: Practical Advice for Staff after Vaginal and Cesarean Birth, DVD. \$39.00
2. How to Hold your Baby Skin to Skin, Tear off pad. (English or Spanish) \$14.00
3. First Hour after Birth: 9 Instinctive Stages, Tear off pad, \$14.00



\$67.00

Baby-Friendly Step 5:

Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants.

Support Materials:

1. How to Milk by Hand/How to Feed from a Cup, DVD. \$19.95
2. Postpartum Assessment Tool for Breastfed Babies Tear off pad, \$14.00
3. Lactation Assessment Tool (LAT), \$16.00
4. Keeping BF Easy Pamphlet (25 each), \$12.25



\$62.20

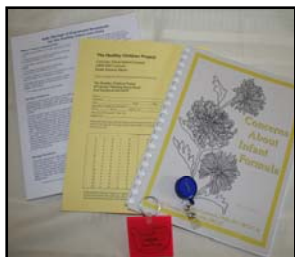
World Breastfeeding Week this year celebrates the Baby-Friendly Hospital Initiative and the 10 Steps to Becoming Baby-Friendly. We have many products to support breastfeeding and have created 10 packages for world Breastfeeding Week, each supporting one of the 10 Steps to Baby-Friendly. Each of the products listed can also be ordered separately.

Baby-Friendly Step 6:

Give newborn infants no food or drink other than breastmilk, unless medically indicated.

Support Materials:

1. Concerns about Infant Formula Module and Test (5 contact hours), \$50.00
2. Breastmilk: Liquid Gold Lanyard, \$3.00
3. Actual Size of Newborn Stomach Keychain, \$3.00



\$56.00

Baby-Friendly Step 7:

Practice rooming-in; allow mothers and infants to remain together 24 hours a day.

Support Materials:

1. Sleep and the Breastfed Baby, pamphlet (25 each), \$12.25
2. The Best Place for Baby...With You tear off pad, \$14.00

\$26.25

Baby-Friendly Step 8:

Encourage breastfeeding on demand

Support Materials:

1. Latch 1,2,3, DVD \$29.95
2. Latch 1,2,3, tear off pad, \$15.00
3. Latch 1,2,3 Poster, \$4.00
4. Feeding Cues for Breastfed Babies tear off pad, (English or Spanish-please specify) \$14.00
5. Feeding Cues for Breastfed Babies, poster (English or Spanish-please specify) \$2.00



\$64.95

Baby-Friendly Step 9:

Give no artificial teats or pacifiers to breastfeeding infants.

Support Materials:

1. Green recycled Grocery Bag Promoting Breastfeeding, \$3.50
2. Breastfeeding: More than Just Food, pamphlet (25 each) \$12.25
3. Men ask about Breastfeeding, pamphlet (25 each) \$12.25
4. Bumper Stickers, "Affordable Healthcare begins with Breastfeeding" "Breastfeeding: An American Family Value" "Warning: Using Infant Formula May Increase the Risk of a Child Developing: Diabetes, Allergies, Crohn's Disease, SIDS..." (1 each) \$6.00



\$34.00

Baby-Friendly Step 10:

Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic

Support Materials:

1. Pamphlet: Keeping Breastfeeding Easy: Breastfeeding Problems Can Be Avoided (25 each), \$12.25
2. Anticipatory Guidance Tear pad, \$14.00
3. Growth Charts for Breastfed Babies (1 boys, and 1 girls) \$28.00



\$54.25