

STEP 8: Encourage breastfeeding on cue / demand.

Recommendations

Instruct and help all mothers (regardless of feeding choice):

- Understand that no restrictions should be placed on the frequency or length of feeding
- Understand that newborns will usually feed a minimum of 8 times in 24 hours
- Recognize their infant's cues that indicate when they are hungry (e.g., hand-to-mouth, licking lips, rooting)
- Recognize their infant's cues that indicate when they are done feeding
- Understand that physical contact and nourishment are *both* important to their infant's health

Encourage mothers to recite back at least two feeding cues that their baby might demonstrate when hungry.

Encourage breastfeeding mothers to feed their babies as often and for as long as they want.

For mothers electing to feed their babies formula, or breastmilk by bottle, provide instruction on appropriate bottle feeding techniques including:

- feeding on cue
- maintaining eye-to-eye contact
- holding the baby closely

Ensure that staff members do not place restrictions on the frequency or length of infant feedings.

