Box 6: Hospital Practices Which Influence Breastfeeding Initiation [4]

	← Strongly Encouraging →	← Encouraging →	← Discouraging →	← Strongly Discouraging →
Physical Contact	• baby put to breast immediately in delivery room • baby not taken from mother after delivery • woman helped by staff to suckle baby in recovery room • rooming-in: staff help with baby care in room, not only in nursery	• staff sensitivity to cultural norms and expectations of woman	• scheduled feedings regardless of mother's breastfeeding wishes	• mother-infant separation at birth • mother-infant housed on separate floors in post-partum period • mother separated from baby due to bilirubin problem • no rooming-in policy
Verbal Communication	• staff initiates discussion re: woman's intention to breastfeed pre- and intrapartum • staff encourages and reinforces breastfeeding immediately on labor and delivery • staff discusses use of breast pump and realities of separation from baby, re: breastfeeding	• appropriate language skills of staff, teaching how to handle breast engorgement and nipple problem • staff's own skills and comfort re: art of breastfeeding and time to teach woman on one-to-one basis	• staff instructs woman "to get good night's rest and miss the feed" • strict times allotted for breastfeeding regardless of mother/baby's feeding "cycle"	• woman told to "take it easy," "get your rest" . . . impression that breastfeeding is effortful/tiring • woman told she doesn't "do it right," staff interrupts her efforts, corrects her re: positions, etc.
Non-Verbal Communication	• pictures of woman breastfeeding • literature on breastfeeding in understandable terms • staff (doctors as well as nurses) give reinforcement for breastfeeding (respect, smiles, affirmation) • nurse (or any attendant) making mother comfortable and helping to arrange baby at breast for nursing • woman sees others breastfeeding in hospital	• closed circuit TV show in hospital on breastfeeding	• pictures of woman bottle-feeding • staff interrupts her breastfeeding session for lab tests, etc. • woman doesn't see others breastfeeding	• woman given infant formula kit and infant food literature • woman sees official-looking nurses authoritatively caring for babies by bottle-feeding (leads to woman's insecurities re: own capability of care)
Experiential	• if breastfeeding not immediately successful, staff continues to be supportive • previous success with breastfeeding experience in hospital			• previous failure with breastfeeding experience in hospital