



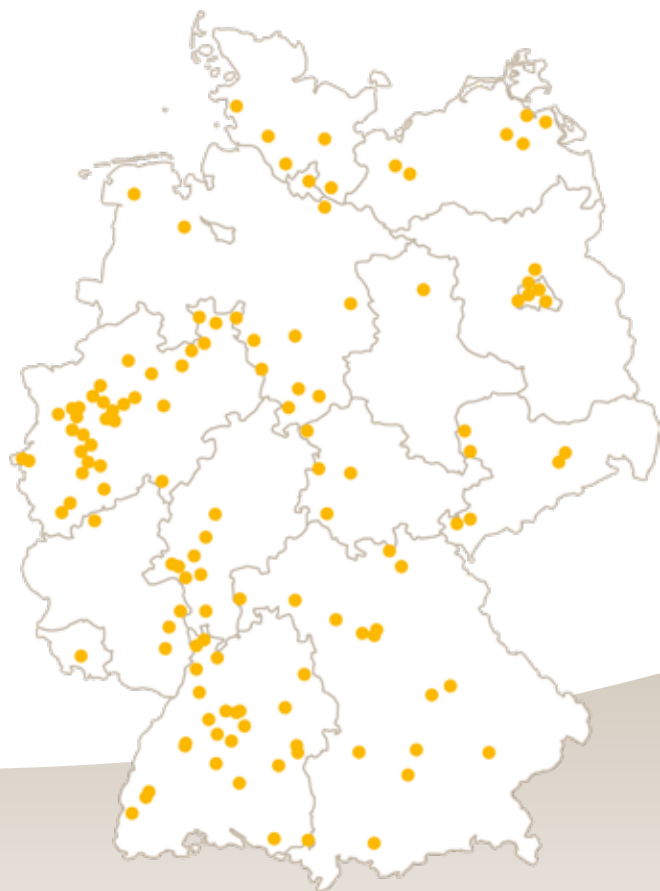
# Creating space for love

Giving birth in a Baby-Friendly Hospital

## Baby-Friendly Initiative

Baby-Friendly Hospital is a WHO & UNICEF initiative that has been successfully implemented the world over. Baby-Friendly Hospitals work differently: We adapt our procedures more closely to the needs of women, babies, and families. We listen to what you say. And we offer information and support.

We believe in our family-friendly approach. All certified teams are involved in the initiative without receiving any additional funding.



Search for hospitals at [www.babyfreundlich.org](http://www.babyfreundlich.org)



## Welcome to the world

A birth and the first few days together are precious and irreplaceable. It's a big adventure, every single time. That's why the staff in our hospitals work competently and attentively – day in, day out – to ensure that all newborns get a good start with their families.

Numerous surveys and studies have found that mothers are more satisfied, better informed, and able to breastfeed more successfully after baby-friendly births.

Ten Steps – reliable conditions, intimate results.

# Ten steps – the **baby-friendly** way

Find out more about the WHO and UNICEF Ten Steps that are conscientiously implemented at all Baby-Friendly Hospitals. Practices and procedures you can count on.



# 5



We give you tried and tested tips for relaxed breastfeeding and ensuring an ample milk supply.

# 6



We only ever formula feed breastfed newborns where medically necessary. We avoid the use of artificial teats.

# 1

Baby-friendly hospitals have successful policies in place to support bonding, development and breastfeeding.

We are independent of infant formula manufacturers.

# 2



We regularly train our staff to maintain the highest standards of competency in supporting parents and children.

# 7



24-hour rooming-in: In our hospital, mothers and healthy newborns stay together day and night.

# 8



We help you to understand your baby's cues and to respond to them lovingly.

# 3



Don't be afraid to ask us anything. We provide comprehensive counselling on breastfeeding and building a loving bond.

# 4



We make sure mothers and their healthy babies have extensive and undisturbed skin-to-skin contact right after birth. Settle down together as a family in your own time.

# 9



If you opt for an alternative feeding method, we will counsel you individually on bottle feeding and bonding.

# 10



We invite you to attend breastfeeding support groups and parent & child groups after leaving hospital.

## Because a good start matters.



“The birth was an extreme situation. But not once did I have the impression that the team was stressed. We’ve been here for three weeks now and still have that positive feeling. Our two little fighters are doing really well. They’re both being fed entirely with breast milk, and are now even being breastfed. They’re with their mom and me most of the time.”

– Torsten & Anna with Gustav & Theo



“I absolutely didn’t want to breastfeed my child. But that was no problem whatsoever. The staff were very supportive and helped me express colostrum. And they showed me how to bottle-feed in a really cuddly way.”

– Monika & Justin



“Our baby’s lying on us naked all the time. We hadn’t really anticipated that and we’ve been given fantastic guidance. From the moment she was born, our daughter was on me the whole time. Even while we were being wheeled through the hospital in bed! I’m just never going to let go of her.”

– Nina with Mila

**WHO/UNICEF-Initiative BABYFREUNDLICH**  
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Find out more about us and our hospitals at  
[www.babyfreundlich.org](http://www.babyfreundlich.org)



For guidance and information on caring for your baby,  
visit [www.babyfreundlich.tips](http://www.babyfreundlich.tips)





  
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