For Family and community members

Carry out monthly “rounds” on early breastfeeding initiation to consider what can be done programmatically.

Identify the natural community leaders and communicators as influencers family members in this discussion.

Address any barriers that are identified.

For health workers

Teach breast engorgement in health facilities and in the community by facilitating breastfeeding initiation in the first hour.

Review articles, speak with specialists, and establish routine breastfeeding discussions.

The impact of the timing of breastfeeding initiation so that disruptive practices can be modified.

For policy makers

Encourage maternity, health ministries and other influential family members in the discussion.

Directly improve essential health services.

Help achieve important Millennium Development Goals (MDGs).

Initiating breastfeeding in the first hour can help achieve MDG 1 and 5.

Breastfeeding in the first hour could attain this MDG. Breastfeeding in the first hour could lead to lower rates of maternal mortality.

Policy makers can support breastfeeding by ensuring that policies and laws protect breastfeeding.

Breastfeeding protocols: www.bfmed.org • BFHI & revisions: www.unicef.org

References


Acknowledgements

We like to acknowledge all the contributors to the achievement of the WABA Secretariat, including but not limited to the following:

- Leche League International (LLLI), International Lactation Consultant Association (ILCA), Wellstart
- A C T I O N   I D E A S
- European Union (EU)
- WABA Secretariat
- ABA
- Original Group
- ACDI/VOCA
- USAID
- LLLLQ
- EUCO
- LLLHQ
- World Breastfeeding Week 2007 Photo Contest “Breastfeeding: The 1st Hour – Save ONE baby’s life”

WABA 2007

It begins at birth. Your very first act after birth is to suck our mother’s milk. This is an act of affection, of compassion. Without that act, we cannot survive. That’s clear…That’s the way of life. That’s reality.
**Skin-to-skin contact after birth**

Skin-to-skin contact soon after birth has many benefits for the mother and baby. It helps with bonding, reducing pain, and increasing the mother’s sense of self-worth. It is also important for the baby’s health and well-being.

1. **Covering the baby**
   - Cover the baby with a blanket or towel, and keep them warm.
   - Keep the baby’s head and face uncovered.

2. **Positioning the baby**
   - Place the baby on the mother’s chest, facing her, and cover them together.
   - Allow delivery to occur in the position preferred by the mother.

3. **Skin-to-skin contact after birth**
   - Skin-to-skin contact with the baby right after birth helps to reduce the baby’s stress levels.
   - Skin-to-skin contact with the mother helps to reduce the baby’s stress levels.

4. **Breastfeeding initiation**
   - Skin-to-skin contact after birth helps to increase breastfeeding rates.
   - Skin-to-skin contact after birth helps to reduce the baby’s stress levels.

5. **Postnatal care**
   - Skin-to-skin contact after birth helps to reduce the baby’s stress levels.
   - Skin-to-skin contact after birth helps to reduce the baby’s stress levels.

6. **Conclusions**
   - Skin-to-skin contact after birth has many benefits for the mother and baby.
   - Skin-to-skin contact after birth helps to reduce the baby’s stress levels.

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**Research Bulletins**

**If Babies Breastfed within the First Hour, 1 Million Lives Might Be Saved**

Research in rural Ghana, where early initiation of breastfeeding was not a norm, found that babies who were breastfed within the first hour of life had a lower risk of mortality. The first hour of breastfeeding was critical for the baby’s survival.

1. **Skin-to-skin contact after birth**
   - Skin-to-skin contact after birth helps to reduce the baby’s stress levels.
   - Skin-to-skin contact after birth helps to reduce the baby’s stress levels.

2. **Conclusions**
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   - Skin-to-skin contact after birth helps to reduce the baby’s stress levels.

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**What to Feed the Newborn**

Colostrum is the first liquid that a baby drinks after birth. It is very important for the baby’s health and well-being.

1. **Colostrum**
   - Colostrum is rich in immunologically active cells and other protective factors. It is a natural first food for the newborn.

2. **Breastfeeding during the first hour**
   - Breastfeeding during the first hour helps to reduce the baby’s stress levels.
   - Breastfeeding during the first hour helps to reduce the baby’s stress levels.

3. **Breastfeeding after the first hour**
   - Breastfeeding after the first hour helps to reduce the baby’s stress levels.
   - Breastfeeding after the first hour helps to reduce the baby’s stress levels.

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**Conclusion**

Breastfeeding within the first hour is critical for the baby’s survival. It helps to reduce the baby’s stress levels.

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**Skin-to-skin contact after birth**

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