

Seven Point Plan

New Zealand's *Seven Point Plan* is based on the principles of *The Ten Steps to Successful Breastfeeding* for a Baby Friendly Hospital, and is applied to all BFCI health services. In an effort to increase breastfeeding initiation and duration rates in New Zealand, the BFCI encourages and supports health services in the community to implement *The Seven Point Plan*.

Point One - Have a written breastfeeding policy that is routinely communicated to all staff and volunteers.

Point two - Train all providers in the knowledge and skills necessary to implement this policy

Point Three - Inform pregnant women and their families about the benefits and management of breastfeeding

Point Four - Support mothers to establish and maintain exclusive breastfeeding to six months

Point Five - Encourage sustained breastfeeding beyond six months to two years or more, alongside the introduction of appropriate, adequate and safe complementary foods

Point Six - Provide a welcoming atmosphere for breastfeeding families

Point Seven - Promote collaboration among health services and between health services and the local community

Endorsement of the *WHO International Code of Marketing of Breastmilk Substitutes* and all subsequent relevant World Health Assembly (WHA) resolutions is a prerequisite for designation as Baby Friendly even though it is not included as one of *The Seven Points*.