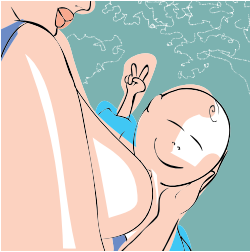


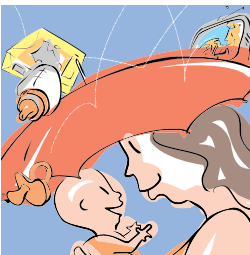
United for breastfeeding:

Promotion, protection and support.



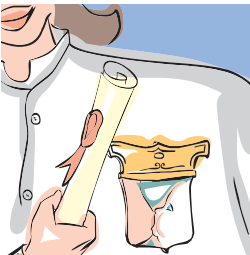
Breastfeeding by nature.

Breastfeeding is a natural way for a mother to feed her child; it is important not only for her health but also for the child and society as well.



Protected from advertising.

This health facility is working to become “Baby Friendly”, an initiative launched by WHO-UNICEF, and to put into practice the “Best Practice” guidelines. The Local Health Authority (ASL) has also adopted the International Code of Marketing of Breast-milk Substitutes to protect and promote breastfeeding through the provision of adequate information on appropriate baby feeding and the regulation of the marketing of breast-milk substitutes, bottle and teats. Our health care staff provide information and practical help free of any commercial interest.



Help from the healthcare staff.

The staff has been trained to provide you with all the necessary information on infant and young child feeding.



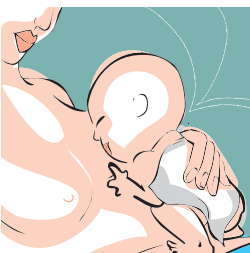
The right to choose.

Every parent has the right to choose how to feed his/her child. From the beginning of your pregnancy our staff will provide information and practical help on how to breastfeed your child. Are there any health reasons that prevent you from breastfeeding? Have you chosen not to breastfeed? We will also provide information about preparing artificial feeds so that you can do so safely.



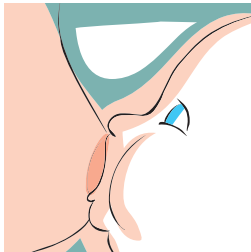
Natural childbirth.

For your labor and delivery you can bring along someone with whom you are comfortable. While in labor, you can walk, drink and eat light foods or you can choose alternative forms of pain relief. You can choose to give birth in the position you prefer. We promote natural childbirth and anything that interferes with it will only be done if absolutely necessary and we will inform you beforehand.



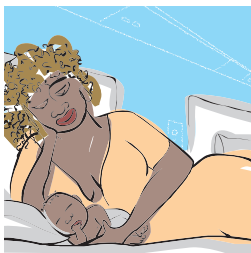
Mother's touch ... right from birth.

It will be possible for you to hold your baby in “skin to skin” contact as soon as the baby is born. Our staff will be near to help you latch your baby onto the breast for the first time, when both of you are ready. Mothers who have a cesarean section with local anesthesia can also do this.



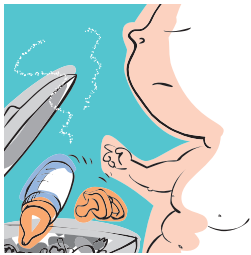
Breastfeeding naturally.

Our staff will offer you any help you need to find a comfortable position to nurse your baby and to understand whether the baby is getting enough milk. We will encourage you to nurse whenever the child is hungry. We will show you how to hand express your milk, which can be useful if your breasts are too full or painful.



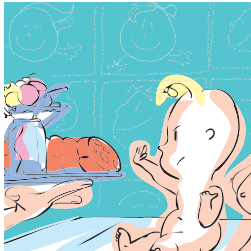
You and your baby together ...

In our hospital your baby stays with you as much as possible, so that you can discover his/her reactions and you can quickly respond to his signs of hunger. Even after leaving the hospital, it is very important to keep the baby near you at home and sleep in the same room.



... without any interference.

We discourage the use of artificial teats or pacifiers or nipple-shields when you and your baby are learning to breastfeed because it can make things more complicated while you are getting started.



Exclusive breastfeeding for 6 months and then ... continue it.

Exclusive breastfeeding is very important for the baby's first 6 months. We will help you to understand when your baby is ready to start with solid foods. It's important to continue breastfeeding until the baby is 2 years old or more, if both mother and child want to.



Find help and get support.

Our staff is always at your service. When you are discharged, we will give you telephone numbers for contacting us. We will also provide a list of people in your area (a Mother Support Group and other healthcare providers) who can help you if you have any difficulties breastfeeding or if you need any suggestions on the child's nutrition and how to take care of him. Don't hesitate to ask for help.



Able to breastfeed and be welcomed ... everywhere.

Breastfeeding is welcomed in any public space within the hospital premises. We are trying to make mothers welcome to breastfeed in every public place in our community.