Tift Regional Medical Center has made a commitment to become a Baby-Friendly Hospital. This is an international certification given to hospitals who achieve the Ten Steps to Successful Breastfeeding and offer the best level of care for infant feeding and mother/baby bonding. Visit babyfriendlyusa.org for more information.

Baby Friendly prohibits us from accepting or giving out free formula or marketing materials to patients. Patients who are formula feeding will be provided with formula for use in the hospital but will need to purchase their own for use at home.

For the healthiest start in life, the American Academy of Pediatrics recommends mothers exclusively breastfeed for the first six months, before offering solid foods, and continue breastfeeding for at least one year or beyond.

“Ten Steps to Successful Breastfeeding for Hospitals”

As part of our commitment to the Baby-Friendly Hospital Initiative, we fully support and practice these steps as outlined by UNICEF/WHO.

1. Maintain a written breastfeeding policy that is routinely communicated to all healthcare staff.
2. Train all healthcare staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give infants no food or drink other than breast-milk, unless medically indicated.
7. Practice “rooming-in” — allow mothers and infants to remain together 24 hours a day.
8. Encourage unrestricted breastfeeding.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups, and refer mothers to them on discharge from the hospital or clinic.
Benefits of Breastfeeding

Breastfeeding is one of the most highly-effective, preventative health measures a mother can take to protect the health of her infant. We recommend breastfeeding as the healthiest start in life for you and your baby.

Here are just a few of the many benefits of breastfeeding:

• Babies have less asthma, allergies, eczema, reflux, colic and childhood obesity.
• Babies have lower rates of ear infections, diarrheal diseases, upper respiratory infections, rotavirus, Sudden Infant Death Syndrome (SIDS) and Type 1 diabetes.
• Mothers have a lower risk later in life of breast cancer, ovarian cancer, postpartum depression, osteoporosis, Type 2 diabetes and heart disease.
• Breastfeeding is convenient. No bottles to prepare or wash. Nothing to clean, and it’s always free and available.
• The longer and more exclusively mothers breastfeed, the healthier it is for her and baby.

At The Elene Dorminy Women’s Pavilion and Birthing Center, our nurses have completed a specialized training program to help you learn to breastfeed your baby. Lactation consultants are available to provide extra assistance if needed.

If you have questions about breastfeeding your baby and would like to speak with a Lactation Consultant, please call 229-353-2781 or 229-353-7829.