

BREASTFEEDING PROMOTION

ALKYONI

The Department of Social and Developmental Pediatrics, Institute of Child Health (ICH) implements the program entitled "National Initiative for the Promotion of Breastfeeding - ALKYONI" (since 2013) and the pilot program entitled "Friendly Communities for the Promotion of Breastfeeding - AMALTHEIA" (since 2023).

The main goal of the programs is to promote breastfeeding as a major public health priority and to increase the rates of breastfeeding in our country.

The following actions are being implemented:

- social mobilization efforts by increasing public awareness to support the breastfeeding mothers and their families
- information and training of health professionals in up-to-date knowledge related to breastfeeding



Breastfeeding support line
Call **10525**

I CHOOSE
BREASTFEEDING

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INSTITUTE
OF CHILD HEALTH



ALKYONI



amaltheia
FRIENDLY COMMUNITIES | BREASTFEEDING

MINISTRY OF HEALTH

The Way
of Nature



I CHOOSE
BREASTFEEDING

**10+1
STEPS**

**FOR A SUCCESSFUL
INITIATION AND
ESTABLISHMENT
OF BREASTFEEDING**



INSTITUTE OF CHILD HEALTH
NATIONAL INSTITUTE OF CHILD HEALTH AND HUMAN DEVELOPMENT

I CHOOSE BREASTFEEDING

10+1 STEPS

BREASTFEEDING FRIENDLY

- 1** During my pregnancy I get informed about breastfeeding through valid sources.
- 2** I inform my doctor and my midwife that I desire to breastfeed and I ask for their support.
- 3** I ask to hold my baby in my arms and breastfeed right after childbirth.
- 4** My baby remains in the room with me during my stay in the maternity ward.
- 5** I recognize my baby's hunger signs in order to offer my breast on time and as long as the baby is still calm.

- 6** I put my baby on the breast as often and for as long as the baby wants.
- 7** I make sure that my baby latches correctly having assumed a position that is comfortable for both of us.
- 8** I feed my baby with breast milk, unless there is medical indication for supplementary nutrition.
- 9** I avoid using a pacifier or other nipples for the first 40 days of my baby's life.
- 10** At home I have to be mostly preoccupied with my baby's care and feeding.

+1

I ask for support and help from my partner, my family, health professionals and the wider community.

BREASTFEEDING IS OUR DESTINATION

In the context of the breastfeeding promotion at national level and in alignment with the revised steps for successful breastfeeding of the World Health Organization (WHO) and Unicef (2018), it is important that the whole community supports the breastfeeding mother. The AMALTHEIA pilot intervention program aims at the implementation of good practices and the creation of Breastfeeding Friendly Communities, which promote and support the breastfeeding mother and her family after leaving the maternity hospital.



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