

WORKING TOGETHER FOR MOTHER AND BABY HEALTH, INFANT FEEDING AND BREASTFEEDING SHORT VERSION OF COMPANY POLICY

The ASUIT (Azienda Sanitaria Universitaria Integrata del Trentino – Integrated University Health Authority of Trentino) is committed to protect and promote the health of people and the community and improve the assistance it provides.

The ASUIT promotes the rights and competences of children and their families, supports parents in making aware, informed choices for the health and diet of their children and provides them with help in accordance with the WHO-UNICEF “Friends of Children” practices in hospital and communities, based on effectiveness trials and free of any commercial interest.

CHILDREN AND PARENTS WELCOME EVERYWHERE

Children and parents are welcome in all the ASUIT facilities and services. Mothers can breastfeed anywhere in the public spaces. There are hand-dedicated areas (Baby pit stops) in our health-care facilities and the community for parents to feed and change their children.

SKILLED TRAINED OPERATORS ALL ASUIT

Operators in contact with children and parents have received specific training on infant diet and breastfeeding so that they can provide families with information, support and appropriate assistance.

INFORMED PARENTS, FROM PREGNANCY

In order to make informed choices about care and feeding of children, right from the pregnancy stage, parents receive clear, complete, updated information free of any commercial interest. APSS operators are on hand to answer questions and clear up any doubts.

NATURAL CHILDBIRTH

On the day of the birth, the mother can be accompanied and assisted by her partner or another person of her choice, she can walk about, drink and eat light snacks, choose her own pain relief and preferred positions, unless otherwise indicated by a doctor.

BABIES AND PARENTS TOGETHER

Immediately after the birth, the baby and mother share skin-to-skin contact. To help the continuity of the relationship and care, we encourage parents to always remain close to their baby, in hospital and at home. Parents receive information on what to do to ensure the safety of their baby.

SUPPORT AND ASSISTANCE FOR INFANTS AND PARENTS

Parents are assisted in understanding the behaviour of their child and how to take care of him or her. They are encouraged to respond to baby's signals and to feed him or her on demand. Mothers are helped to find the most comfortable position for breastfeeding and for expressing milk. Mothers who do not breastfeed are assisted with feeding their babies properly and safely. Parents are informed about the signs of proper feeding and growth. Soothers and teats are not recommended during the early months of life, while the baby is learning to breastfeed. Parents are told where and how they can contact operators and volunteers trained in baby care and feeding.

HEALTHY NATURAL FEEDING

Mothers are encouraged to breastfeed because it is the healthiest, most natural way of feeding a baby and ensures important health benefits for mother and baby, for families, society and the environment. Mothers are encouraged to breastfeed exclusively to the end of the first six months of baby's life and to continue breastfeeding through to the second birthday and beyond, if mother and child both want to. Parents are helped to understand when their child is ready to taste food other than milk. They are given information about which food to offer their child and how, or a correct diet.

PROTECTED FROM ADVERTISING

The ASUIT has signed the WHO International Code of Marketing of Breast-milk Substitutes to protect families and operators from an over-promotion and advertising of breast-milk substitutes, feeding bottles, teats, soothers and nipple shields. Breast-milk substitutes are used when recommended by a doctor or as an informed choice by the parents. This is the short version of the Campaign for Mother and Baby Health, in infant feeding and breastfeeding. For further information regarding the practices offered by the ASUIT services, please ask operators or the full version of our Policy or download it from the ASUIT website.