

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 protecting and promoting the health of people and the community, and to improving the services it provides. ASUIT promotes the rights and competences of children and their families, supports parents in making informed choices about the health and nutrition of their children, and provides assistance in accordance with the WHO–UNICEF “Baby Friendly” practices in hospitals and communities, based on evidence and free from commercial interests.

CHILDREN AND PARENTS WELCOME EVERYWHERE

Children and parents are welcome in all ASUIT facilities and services. Mothers can breastfeed anywhere in public spaces. There are dedicated areas (Baby Pit Stops) in our healthcare facilities and in the community where parents can feed and care for their children.

SKILLED TRAINED ASUIT STAFF

All ASUIT staff in contact with children and parents have received specific training on infant nutrition and breastfeeding, so they can provide families with information, support, and appropriate assistance.

INFORMED PARENTS, FROM PREGNANCY

To enable informed choices about the care and feeding of children, starting from pregnancy, parents receive clear, complete, and updated information, free from any commercial interest. ASUIT staff are available to answer questions and clarify any doubts.

NATURAL CHILDBIRTH

On the day of birth, mothers can be accompanied and assisted by their partner or another person of their choice. They are free to walk, drink, and eat light snacks, and to choose their preferred pain relief and birthing positions, unless otherwise indicated by a doctor.

BABIES AND PARENTS TOGETHER

Immediately after birth, babies and mothers share skin-to-skin contact. To support the continuity of the relationship and care, we encourage parents to always remain close to their baby, both in hospital and at home. Parents receive information on how to ensure their baby's safety.

SUPPORT AND ASSISTANCE FOR INFANTS AND PARENTS

Parents are assisted in understanding their child's behavior and how to care for them. They are encouraged to respond to their baby's cues and to feed them on demand. Mothers are helped to find the most comfortable position for breastfeeding and for expressing milk. Mothers who do not breastfeed are supported in feeding their babies safely and correctly. 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 informed about where and how they can contact trained staff and volunteers for baby care and feeding.

HEALTHY NATURAL FEEDING

Mothers are encouraged to breastfeed because it is the healthiest and most natural way to feed babies, providing important health benefits for mother and child, families, society, and the environment. Mothers are encouraged to exclusively breastfeed up to the end of the first six months of their baby's life and to continue breastfeeding up to the second birthday and beyond, if mother and child so wish. Parents are helped to recognize when their child is ready to try foods other than milk. They are given information about which foods to offer their child and how, for a healthy diet.

PROTECTED FROM ADVERTISING

ASUIT has signed up to the WHO International Code of Marketing of Breast-milk Substitutes to protect families and staff from any form of promotion or advertising of breast-milk substitutes, feeding bottles, teats, soothers, and nipple shields. Breast-milk substitutes are used only when recommended by a doctor or as an informed choice by parents.

This is the short version of the Company Policy for mother and baby health, infant feeding, and breastfeeding. For further information about the practices offered by ASUIT services, please ask staff for the full version of our Policy or download it from the ASUIT website.