

GUIDELINE:

COUNSELLING OF WOMEN TO IMPROVE BREASTFEEDING PRACTICES



World Health
Organization



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Guideline: counselling of women to improve breastfeeding practices

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PUBLICATION HISTORY

This World Health Organization (WHO) *Guideline: counselling of women to improve breastfeeding practices*, is the first evidence-informed guideline from the WHO for this intervention. It complements the interventions and guidance presented in [Breastfeeding counselling: a training course](#), [Infant and young child feeding counselling: an integrated course](#), [Combined course on growth assessment and IYCF counselling](#), [Integrated Management of Childhood Illness](#), [Community management of at-risk mothers and infants under six months of age \(C-MAMI\) tool](#), [Essential newborn care course](#), [Caring for newborns and children in the community: a training course for community health workers](#), [Guidelines on optimal feeding of low birth-weight infants in low- and middle-income countries](#), [Guideline: protecting, promoting and supporting breastfeeding in facilities providing maternity and newborn services](#), [Implementation guidance: protecting, promoting and supporting breastfeeding in facilities providing maternity and newborn services – the revised Baby-friendly Hospital Initiative](#) and [Infant and young child feeding in emergencies. Operational guidance for emergency relief staff and programme managers](#).

The guideline expands on the details of optimal timing, frequency, mode or provider for breastfeeding counselling to improve breastfeeding practices, based on the most recent systematic and narrative reviews on the topic. A separate guidance document will expand on the details of a public health programme on breastfeeding counselling.

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