

Norway is the leading country in the aspect of promotion, protection and support of breastfeeding. From 1968 and up to today, 2010, Norway has increased the prevalence of breastfeeding from 5% breastfeeding at 3 months to 98% breastfeeding at 3 months today.

Many organizations at different levels are involved with the work promoting breastfeeding. The World Health Organization (WHO) is working worldwide. WHO have put up 10 recommendations about breastfeeding. The European Union are also widely involved. With the EU Blueprint of Action a model was made to outline the actions a national or regional plan should contain and implement if effective protection, promotion and support of breastfeeding are to be achieved. The BabyFriendly Hospital Initiative (BFHI) is a governmentfunded project carried out according to the WHO/UNICEF guidelines. BFHI is a global effort to implement practices that promote, protect and support breastfeeding.

The Norwegian Breastfeeding Association (Ammehjelpen) was established in 1968. This was a milestone in the history of breastfeeding in Norway. This is a mothertomother support group where women who used to breastfeed volunteer to help mothers who encounter problems in breastfeeding.

There are still many challenges related to breastfeeding in Norway, but the work with promotion, protection and support is definitely going in the right direction.