

# The initiation of breastfeeding

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UNICEF, WHO and WABA along with the scientific community strongly recommend that [breastfeeding](#) be established within an hour of birth. This first hour after birth is when most babies are the most awake. Every newborn, when placed on the mother's abdomen, soon after birth, has the ability to find its mother's breast all on its own and to decide when to take the first breastfeed. The newborn can find the nipple and latch on with a perfect latch. It shows how powerful the baby's baby's instincts are, the importance of skin-to-skin contact, and the importance of initiating [breastfeeding](#) right after birth. This is called the 'Breast Crawl'.

This beautiful video shows how a baby can crawl from the mummy's tummy to find the breast by herself within the first few minutes after birth (10minutes in the video, 30 to 60 minutes on average).

While the bright light, the number of people in the room and the fact that the mother is lying on her back make me feel uncomfortable, the images of the baby naturally finding the baby's breast are absolutely beautiful.

<http://breastcrawl.org/video.htm>

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