Objective: Analyze the factors involved in the practice of the fourth step of the Baby Friendly Hospital Initiative, from the experience of postpartum women admitted to a Baby Friendly Hospital. Methods: This is a descriptive, exploratory study, in which a qualitative approach was used. Data was collected from November 2011 to January 2012, through systematic observation of non-participating deliveries and semi-structured interviews with 16 subjects. For the data treatment, the thematic modality content analysis was applied. Results: The main obstacles to the realization of the fourth step were the priority given to routine care after birth, cesarean delivery and the different work process promoted by the determinations of the Baby Friendly Hospital Initiative. Conclusion: We conclude that reflection upon, and (re)construction of, knowledge and practices concerning this step are necessary.

Keywords
Mother-Child Relations; Breast Feeding; Humanization of Assistance; Nursing; Professional Practice.