OCTOBER 2011
THE SURGEON GENERAL’S CALL TO ACTION TO SUPPORT BREASTFEEDING

“ACCELERATE IMPLEMENTATION OF THE BABY-FRIENDLY HOSPITAL INITIATIVE”

A CALL TO ACTION
“NO HOSPITAL LEFT BEHIND”
IDENTIFY “CHAMPIONS” FOR THE CAUSE

- Nurse Managers
- CEO/CNO
- Physicians
- IBCLC’s
- Patients

 Participation in this initiative provides several possible benefits for birthing facilities:

- Quality improvement
- Cost containment
- Public relations/marketing
- Prestige
THE 4-D PATHWAY TO BABY-FRIENDLY DESIGNATION

HTTP://WWW.BABYFRIENDLYUSA.ORG
The 4-D Pathway to Baby-Friendly™ Designation

**Dissemination**
- Collect Data
- Train Staff
- Data Collection Plan
- Prenatal/Postpartum Teaching Plans

**Designation**
- Implement QI Plan
- Readiness Interview
- On-Site Assessment

**Development**
- Staff Training Curriculum
- Hospital Breastfeeding Policy
- BFHI Work Plan

**Discovery**
- Register with Baby-Friendly USA
- Obtain CEO Support Letter
- Complete Self Appraisal Tool

For more information go to www.babyfriendlyusa.org

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1. Discovery Phase

- Register with Baby-Friendly USA
- Hospital CEO letter of support
- Complete the self appraisal tool from Baby-Friendly USA
  - identify gaps and create “to do” list
- Free 😊
2. Development Phase

- Apply for Certificate of Intent - make a commitment
- Form a Baby-Friendly Task Force.
- Develop a BFHI work plan.
- Write a hospital breastfeeding policy.
- Develop a staff training curriculum.
- Create prenatal/postpartum teaching plans
- Put together a data collection plan.

- $3000
3. **DISSEMINATION PHASE:**

- Implement the plans that have been developed
- Train staff on how to implement the breastfeeding policies
- Collect data on breastfeeding rates
  - Can use rates defined by Joint Commission Perinatal Core Measures for Exclusive Breastfeeding

- $3000
4. DESIGNATION PHASE

- Implement quality assurance program. Regular review of policies and breastfeeding rates.
- Readiness phone interview with Baby-Friendly USA staff.
- On-site assessment with Baby-Friendly USA staff:
  - Interviews with managers, physicians, patients and nursing staff.
  - GUIDELINES AND EVALUATION CRITERIA FOR FACILITIES SEEKING BABY-FRIENDLY DESIGNATION:
    - Must pass 80% of criteria.
    - Documentation is key (if exception).
    - Baby Friendly Hospital Designation if pass.
    - Reassessment every 5 years.
    - Annual QI projects.

- $3000
# Baby Friendly USA Fee Schedule

**July 1, 2012-June 30, 2013**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Hospitals</th>
<th>Freestanding birth centers &amp; hospitals &lt;500 deliveries/yr</th>
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