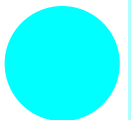


# BFHI: GETTING STARTED

OCTOBER 2012



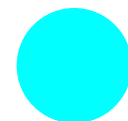
OCTOBER 2011

# THE SURGEON GENERAL'S CALL TO ACTION TO SUPPORT BREASTFEEDING

“ACCELERATE IMPLEMENTATION OF THE BABY-FRIENDLY HOSPITAL INITIATIVE”

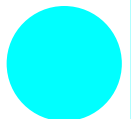
A CALL TO ACTION

“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**

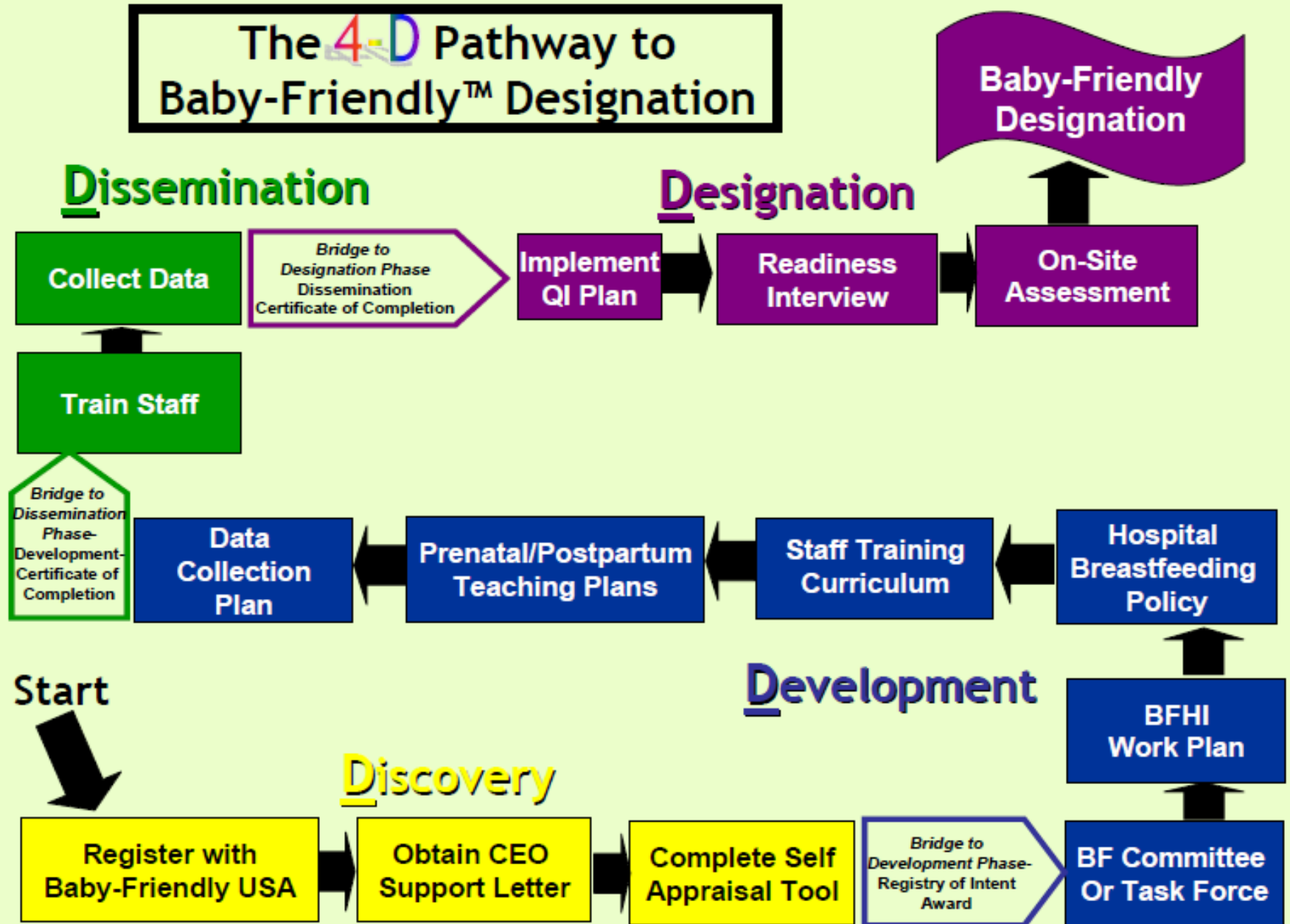


# THE 4-D PATHWAY TO BABY-FRIENDLY DESIGNATION

[HTTP://WWW.BABYFRIENDLYUSA.ORG](http://www.babyfriendlyusa.org)

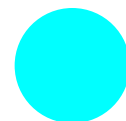


# The 4-D Pathway to Baby-Friendly™ Designation



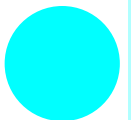
# 1. DISCOVERY PHASE

- 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

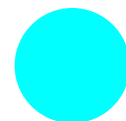
- Apply for Certificate of Intent-make a commitment
- Form a Baby-Friendly Task Force.
- Develop a BFHI work plan.
- Write a hospital breastfeeding policy.
- Develop a staff training curriculum.
- Create prenatal/postpartum teaching plans
- Put together a data collection plan.
  
- \$3000



# 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

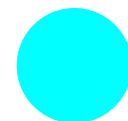
- \$3000





# 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

<b>Phase</b>	<b>Hospitals</b>	<b>Freestanding birth centers &amp; hospitals &lt;500 deliveries/yr</b>
Discovery	free	free
Development	\$3000	\$2200
Dissemination	\$3000	\$2200
Designation	\$3000	\$2200
Annual Fee	\$1000/year	\$1000/year

