Baby-Friendly USA, Inc.

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The Baby-Friendly Hospital Initiative

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WHAT IS THE UNICEF BABY-FRIENDLY HOSPITAL INITIATIVE AND WHY DO WE NEED IT?

More than one million infants worldwide die every year because they are not breastfed, or are given other foods too early. Millions more live in poor health, contract preventable diseases, and battle malnutrition. Although the magnitude of this death and disease is far greater in the developing world, thousands of infants in the United States suffer the ill effects of suboptimal infant feeding practices. A decreased risk of diarrhea, respiratory and ear infections, and allergic skin disorders are among the many benefits of breastfeeding to infants in the industrialized world.

In the United States, these benefits could translate into millions of dollars of savings to our health care system through decreased hospitalizations and pediatric clinic visits. For diarrhea alone, approximately 200,000 US children, most of whom are young infants, are hospitalized each year at a cost of more than half a billion dollars. Many of these cases of diarrhea could have been prevented with breastfeeding. In a study of the morbidity in an affluent US population, Dewey and colleagues found that the reduction in morbidity in breastfed babies was of sufficient magnitude to be of public significance. For example, the incidence of prolonged episodes of otitis media (ear infections) was 80% lower in breastfed as compared to non-breastfed infants. The cost savings to the health care system could be enormous if breastfeeding duration increased, given that ear infections alone cost billions of dollars a year.

It is a rare exception when a woman cannot breastfeed her baby for physical or medical reasons. Yet, a woman’s ability to feel self confident and secure with her decision to breastfeed is challenged by her family and friends, the media, and health care providers. Much has been done in the past few years to strengthen the sources of support for women to breastfeed. Although the hospital is not and should not be the only place a mother receives support for breastfeeding, hospitals provide a unique and critical link between the breastfeeding support provided prior to and after delivery.

The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding. The BFHI assists hospitals in giving mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies or feed formula safely, and gives special recognition to hospitals that have done so.

The BFHI promotes, protects, and supports breastfeeding through The Ten Steps to Successful Breastfeeding for Hospitals, as outlined by UNICEF/WHO. The steps for the United States are:

1. Maintain a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give infants no food or drink other than breastmilk, unless medically indicated.
7. Practice “rooming in”—allow mothers and infants to remain together 24 hours a day.
8. Encourage unrestricted breastfeeding.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

BFHI WORLDWIDE
In many other countries around the world, hospitals have already received Baby-Friendly® Hospital designations from their national authority. Nearly 20,000 maternity facilities outside the US have received the Baby-Friendly Award.

BFHI IN THE U.S.
The Healthy Mothers, Healthy Babies Coalition received a grant from the US Department of Health and Human Services to convene an Expert Work Group to examine the criteria and assessment process of the global BFHI. Wellstart International, which is located in San Diego, California, developed the evaluation materials to support the assessment process. The U.S. Committee for UNICEF supported these efforts financially and with “in kind” services. In January of 1997, the U.S. Committee for UNICEF asked the Healthy Children Project, Inc. to accept responsibility for the initiative and form Baby-Friendly USA as the not-for-profit corporation which now administers the implementation of the Baby-Friendly Hospital Initiative in the United States.

WHAT CAN US BIRTH FACILITIES DO NOW?
Birth facilities can make a commitment to improve infant feeding policy, training and practices by traveling the breastfeeding pathway to designation. Along the way, as they receive Certificates of Completion, birth facilities create an environment that is supportive of optimal infant feeding. Among these institutions are both large and small hospitals, for profit and not-for-profit hospitals, teaching hospitals, and hospitals at various stages of development in their breastfeeding education and support services, as well as birthing centers. The annual deliveries range from less than 100 in small rural hospitals to over 8,000 deliveries in urban tertiary care hospitals.

The Baby-Friendly Award process requires verification of policies and curriculum, action plans, and quality improvement projects, staff training, and competency verification as well as a readiness interview prior to the on-site survey which is conducted after the hospital or birthing center indicates its readiness for assessment. Only after the facility has passed this assessment does it receive the designation of being a Baby-Friendly Hospital.

HOW DO FACILITIES GO ABOUT ACHIEVING THE BABY-FRIENDLY DESIGNATION?
Facilities embark on a lengthy journey that necessitates them to thoroughly evaluate their current practices and adopt new policies and procedures that lead to improved health outcomes. To achieve the Baby-Friendly Designation, facilities must register with Baby-Friendly USA; complete all of the requirements; and ultimately demonstrate during an on-site assessment that they have correctly integrated all Ten Steps to Successful Breastfeeding into their practice for healthy newborns. To aid facilities in reaching this world-class standard of maternity care, Baby-Friendly USA is pleased to announce the new “4-D Pathway” for achieving the Baby-Friendly

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1 Baby-Friendly is a registered certification mark of UNICEF
designation. This new method maintains all of the high standards set by a team of global experts, while at the same breaks the process down into manageable and achievable tasks. Following these steps will ensure that the Baby-Friendly principles are fully implemented in a logical and efficient manner.

HOW DO BIRTH FACILITIES ENTER THE PATHWAY TO DESIGNATION?

Facilities may enter by submitting an application. Applications are accepted on a quarterly basis.

WHAT ARE THE BENEFITS OF THE NEW 4-D PATHWAY DESIGNATION PROCESS?

The 4-D process:

- Organizes tasks into 4 separate and distinct paths, thus making the Ten Steps to Successful Breastfeeding more manageable to implement.
- Organizes the tasks associated with implementing the Ten Steps into a logical order. This guides facilities to determine a good starting point and action path for working through the process.
- Includes additional planning and self assessment tools geared towards aiding facilities in achieving their goal.
- Acknowledges facility achievements with recognition certificates at 4 key points in the process, thus reinforcing the positive improvements made by the facility in their maternity care practices.
- Provides extensive facility-centered technical assistance from Baby-Friendly USA to facilitate success with achieving the gold standard of maternity care.

IS HELP AVAILABLE?

Yes! Baby-Friendly USA staff members are available to provide technical support as a facility prepares to begin the pathway toward designation. Assistance is also available for increasing the awareness of the Initiative in your community for individuals and organizations not affiliated with hospitals. In addition, a series of materials to help hospitals work toward implementation of the Ten Steps is also available (see order form).

WHY PARTICIPATE IN THE BABY-FRIENDLY HOSPITAL INITIATIVE?

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

- quality improvement: the BFHI requires on-going data collection and quality improvement.
- cost containment: increased breastfeeding rates have a proven impact on decreasing health care costs.
- public relations/marketing: families who feel adequately supported during the vulnerable postpartum days can speak powerfully for a birth facility.
- prestige: The receipt of this international award demonstrating excellence in patient care is an achievement to celebrate!
Ten Steps to Successful Breastfeeding
World Health Organization & UNICEF, 1989

Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.

2. Train all health care staff in skills necessary to implement this policy.

3. Inform all pregnant women about the benefits and management of breastfeeding.

4. Help mothers initiate breastfeeding within one hour of birth.

5. Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants.

6. Give newborn infants no food or drink others than breastmilk, unless medically indicated.

7. Practice rooming-in--allow mothers and infants to remain together--24 hours a day.

8. Encourage breastfeeding on demand.

9. Give no artificial teats or pacifiers to breastfeeding infants.

10. Foster the establishment of breast-feeding support groups and refer mothers to them on discharge from the hospital or clinic.

Baby-Friendly hospitals and birth centers also uphold the International Code of Marketing of Breastmilk Substitutes by offering education and educational materials that promote human milk rather than other infant food and drinks, and by refusing to accept or distribute free or subsidized supplies of breastmilk substitutes, nipples, and other feeding devices.
# Baby-Friendly USA, Inc
## Fee Schedule
### Effective 4/1/10 through 12/31/11

<table>
<thead>
<tr>
<th>PHASE</th>
<th>HOSPITALS</th>
<th>FREE STANDING BIRTH CENTERS &amp; HOSPITALS WITH FEWER THAN 500 BIRTHS PER YEAR</th>
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</thead>
<tbody>
<tr>
<td>Discovery</td>
<td>$0 Fee</td>
<td>$0 Fee</td>
</tr>
<tr>
<td>Development</td>
<td>$2,000</td>
<td>$1,200</td>
</tr>
<tr>
<td>Dissemination</td>
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<td>$1,200</td>
</tr>
<tr>
<td>Designation</td>
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<td>$1,200</td>
</tr>
<tr>
<td>Re-Designation</td>
<td>$1,000/year</td>
<td>$1,000/year</td>
</tr>
</tbody>
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- These are phase fees. They assume that a facility will take a year to complete the tasks of each phase; if the facility takes longer, additional fees will apply. If a facility takes less than a year to complete a phase, it may move on to the next phase by submitting the appropriate materials and next phase fee.

- The fees also include a portion of the final assessment fee. For single-site facilities, the only additional charge at the time of assessment would be travel expenses for 2 assessors: travel, lodging and meals. For multi-site facilities, an additional fee of $1,500 per day will apply as well as travel expenses reimbursement.