Navigating the
Baby-Friendly, USA Portal

Who May Access the Portal

- Facility authorized users only

- Passwords may not be shared

- Minimum of 2 users per facility

Primary User

First name

Last name

Credentials

Title

Department

Phone

Fax

Email

Secondary User

First name

Last name

Credentials

Title

Department

Phone

Fax

Email

User Access

- Facility Administrative Privileges

- Facility Staff Privileges

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Baby-Friendly USA, Inc. is the accrediting body for the Baby-Friendly Hospital Initiative in the United States.

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EDIT YOUR PASSWORD

Passwords must be at least 8 characters long, and contain at least one of each of the following:

- Uppercase Character
- Lowercase Character
- Number
- Symbol

Current password

•••••••••••••

Password

Password confirmation

Update

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Signed in successfully.

Home » Dashboard

MY BFUSA

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DASHBOARD

Number of facilities participating in BFHI	630
Total # of facilities designated	150
% of US births being born in BFUSA Hospitals	6%

DISCOVERY

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Home » Facilities » 12th TEST Hospital (3132123, NY)

12TH TEST HOSPITAL (3132123, NY)

Action ▾

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GENERAL

Id	3070
Phone	123-345-6543
Subsystem Name	N/A
Facility Type	Unknown
Organization Type	Unknown
Phase Type	Discovery

ADDRESS

Line 1	12312412
Line 2	N/A
City	3132123
State	NY
Zip Code	12180

TEACHING PROGRAM

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EDIT SELF APPRAISAL SURVEY

These are the instructions for the Self Appraisal Survey. The snippet is labeled "Self Appraisal Survey Instructions"
and the identifier must remain as "self_appraisal_survey_instructions"

Step 1	**Have a written breastfeeding policy that is routinely communicated to all health care staff.**	
1.1	Does the facility have a written breastfeeding/infant feeding policy that establishes breastfeeding as the standard for infant feeding and addresses all Ten Steps to Successful Breastfeeding in maternity services?	☑
1.2	Does the policy contain specific language to protect breastfeeding by prohibiting all promotion of breast milk substitutes, feeding bottles and nipples?	☑
1.3	Does the policy contain specific language to breastfeeding by prohibiting group instruction for using breast milk substitutes, feeding bottles and nipples?	☑
1.4	Does the policy prohibit distribution of gift packs with commercial samples, coupons or promotional materials for breast milk substitutes, feeding bottles and/or nipples to pregnant women and new mothers?	☑
1.5	Is the breastfeeding/infant feeding policy available so that all staff who take care of mothers and babies can refer to it?	☑
1.6	Is a summary of the breastfeeding/infant feeding policy, including the Ten Steps To Successful Breastfeeding, the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions posted or displayed in all areas of the health facility that serve mothers, infants, and/or children?	☑

|		
11.1	Are all breast milk substitutes, including special infant formulas, that are used in the facility purchased in the same way as any other foods or medicines?	☐
11.2	Do the facility and staff refuse free or low-cost[3] supplies of breast milk substitutes?	☐
11.3	Are all promotional materials for breast milk substitutes, bottles, and pacifiers absent from the facility with no materials displayed or distributed to pregnant women or mothers?	☐
11.4	Are employees of manufacturers or distributers of breast milk of substitutes, bottles, and pacifiers prohibited from any contact with pregnant women or mothers?	☐
11.5	Does the facility refuse free gifts, non-scientific literature, materials or equipment, money or support for in-service education or events from manufacturers or distributors of products within the scope of the Code?	☐
11.6	Does the facility keep infant formula cans and pre-prepared bottles of formula out of view unless in use?	☐
11.7	Does the facility refrain from giving pregnant women, mothers and their families any marketing materials, samples or gift packs that include breast milk substitutes, bottles and pacifiers or other equipment or coupons covered by the Code?	☐
11.8	Do staff members understand why it is important not to give any free samples or promotional materials from manufacturers or distributers of breast milk of substitutes, bottles, and pacifiers?	☐
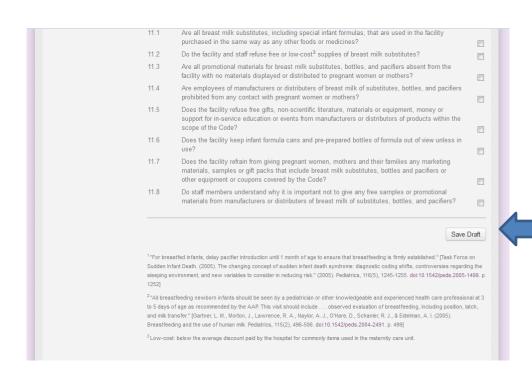
Save Draft

[1] "For breastfed infants, delay pacifier introduction until 1 month of age to ensure that breastfeeding is firmly established." [Task Force on Sudden Infant Death. (2005). The changing concept of sudden infant death syndrome: diagnostic coding shifts, controversies regarding the sleeping environment, and new variables to consider in reducing risk." (2005). Pediatrics, 116(5), 1245-1255. doi:10.1542/peds.2005-1499. p. 1252]
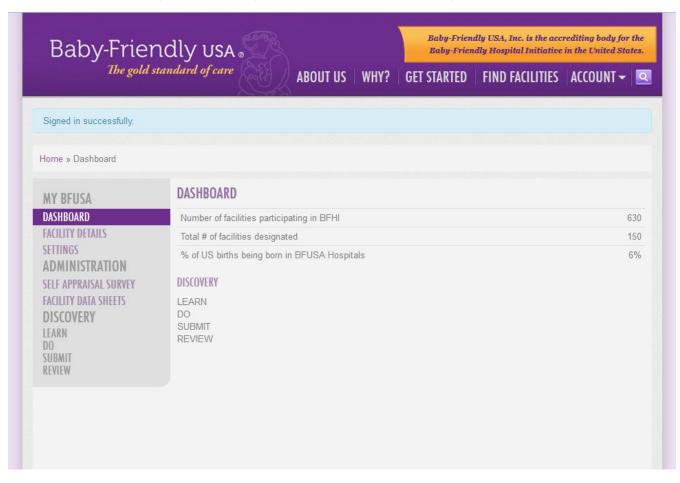
[2] "All breastfeeding newborn infants should be seen by a pediatrician or other knowledgeable and experienced health care professional at 3 to 5 days of age as recommended by the AAP. This visit should include . . . observed evaluation of breastfeeding, including position, latch, and milk transfer." [Gartner, L. M., Morton, J., Lawrence, R. A., Naylor, A. J., O'Hare, D., Schanler, R. J., & Eidelman, A. I. (2005). Breastfeeding and the use of human milk. Pediatrics, 115(2), 496-506. doi:10.1542/peds.2004-2491. p. 499]

[3] Low-cost: below the average discount paid by the hospital for commonly items used in the maternity care unit.

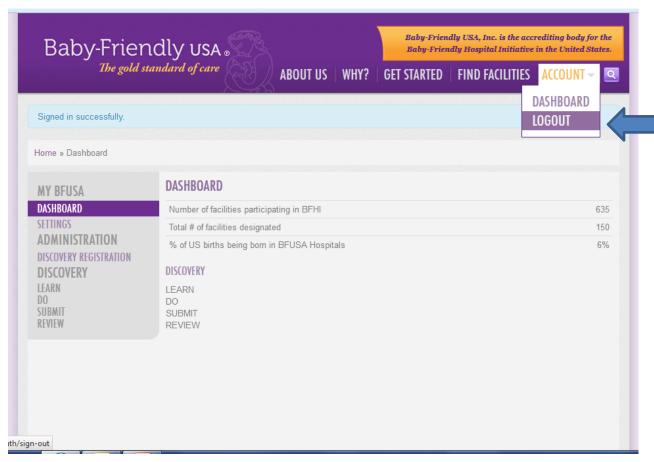# Periodically Save Your Work

Learn, Do, Submit, Review

Toggling Between Website and Portal

"Breadcrumb" Navigation

Log-out at the end of the session

We hope you find the portal helpful and easy to use.