4-D Pathway Overview
The 4-D Pathway to Baby-Friendly Designation

**Dissemination**
- Collect Data
- Train Staff

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

**Development**
- Data Collection Plan
- Prenatal/Postpartum Teaching Plans
- Staff Training Plan

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

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Baby-Friendly Logic Model

**Situation:** Healthy People 2020 goals call for an increase in the proportion of live births that occur in facilities that provide recommended care for lactating mothers and babies, an increase in the proportion of infants being breastfed, and a reduction in the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life. To meet these goals, existing maternity care practices need to be evaluated against current evidence, the Ten Steps to Successful Breastfeeding, and the Baby-Friendly Guidelines and Evaluation Criteria, and changes to current practice may need to be implemented.

**Inputs – DISCOVERY**
- BFUSA Self-appraisal tool completed by the facility
- Facility specific m-PINC report
- Ten Steps to Successful Breastfeeding
- International Code of Marketing of Breastmilk Substitutes
- Current infant feeding policies, procedures, and protocols
- Decision to enter Development Phase and obtain Baby-Friendly Guidelines and Evaluation Criteria

**Outputs – DEVELOPMENT**
- Multidisciplinary Committee to review current practice for steps 4, 5, 6, 7, 8 and 9
- Continuity of Care Committee to review education plans, activities, and resources for steps 3 and 10

**Activities**
- Infant feeding policy committee to evaluate policies, procedures, and protocols against Guidelines and Evaluation Criteria – Step 1
- Training committee develops plans for assisting all staff members from the orientation to policy and all required training – Step 2

**Participation**
- Administration, OB, Pediatrics, Nursing, Anesthesiology, Pharmacy, Nutrition, Lactation, QI, Purchasing, Corporate Compliance and other departments serving mothers and babies

**Outcomes – DISSEMINATION**
- Revised policy and protocols are implemented
- Staff are trained in the knowledge and skills needed to implement the policy
- Baseline data collected establishes health and performance outcome goals
- Changes in practice are made to improve health/performance outcomes
- Practice changes are audited for desired outcomes

**Short**
- Current evidence based care is incorporated
- Staff competencies for both knowledge and skills are verified
- Data driven quality improvement plans are implemented and continuously evaluated for desired outcomes

**Medium**
- Improved Exclusive Breastfeeding Rates
- Compliance with the Ten Steps to Successful Breastfeeding
- Baby-Friendly On-Site Assessment
- Baby-Friendly designation

**Long**
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4-D Pathway is a PDSA – Plan, Do, Study, Act

1. PLAN Development Phase
2. DO Dissemination Phase
3. STUDY Dissemination Phase
4. ACT Designation Phase
The 4-D Pathway is designed to help facilities succeed

To learn more about how it helps, watch the next 2 presentations. These may be found on the 4-D Pathway Resources Page of this website.