



# 4-D Pathway Overview

# The 4-D Pathway to Baby-Friendly Designation

## Dissemination

Collect Data

*Bridge to Designation Phase  
Dissemination  
Certificate of Completion*

Implement  
QI Plan

Readiness  
Interview

On-Site  
Assessment

Baby-Friendly  
Designation

Train Staff

*Bridge to Dissemination  
Phase-  
Development-  
Certificate of  
Completion*

Data  
Collection  
Plan

Prenatal/Postpartum  
Teaching Plans

Staff Training  
Plan

Hospital  
Breastfeeding  
Policy

Start

## Development

## Discovery

Register with  
Baby-Friendly USA

Obtain CEO  
Support Letter

Complete Self  
Appraisal Tool

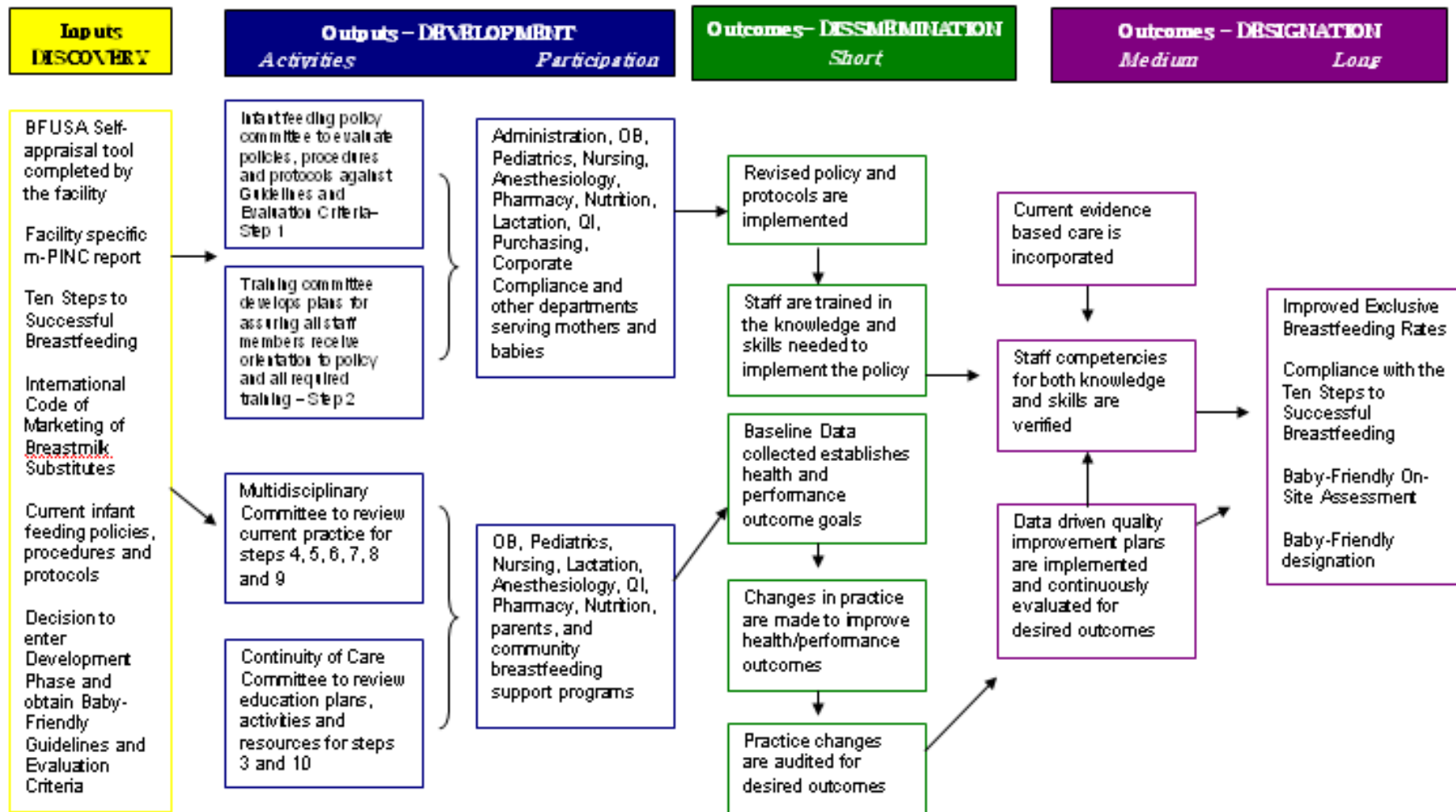
*Bridge to  
Development Phase-  
Registry of Intent  
Award*

BF Committee  
Or Task Force

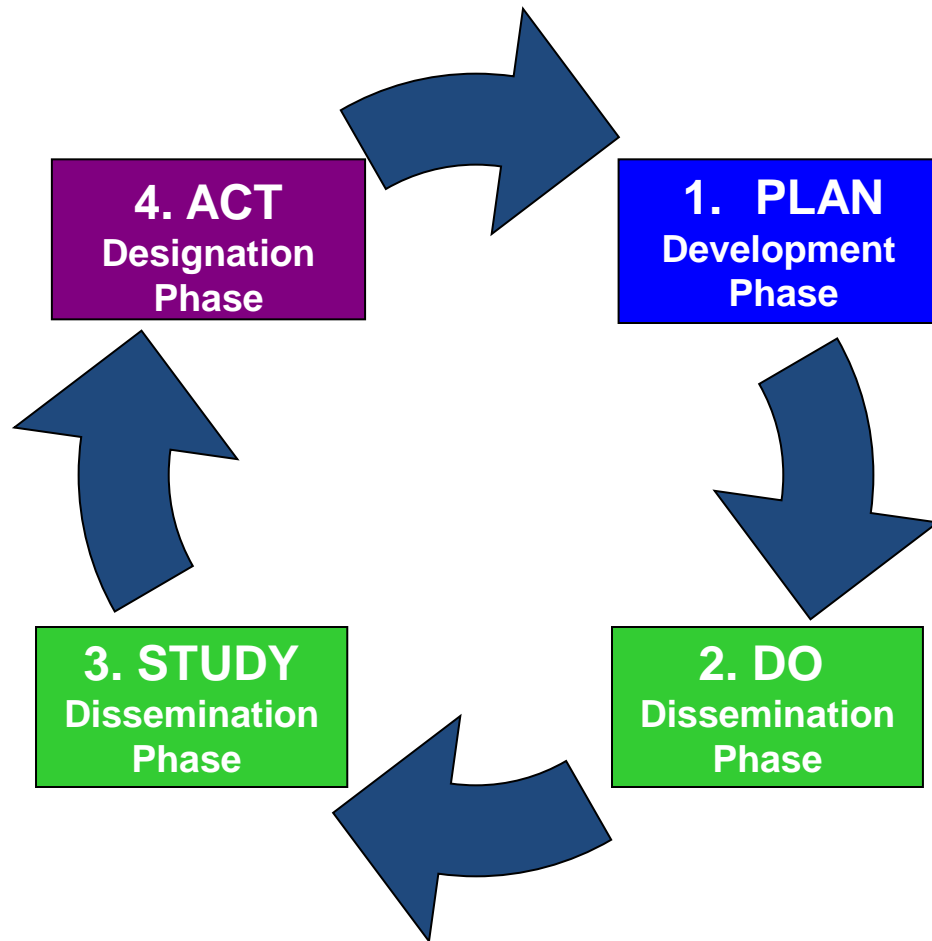
BFHI  
Work Plan

# Baby-Friendly Logic Model

**Situation:** Healthy People 2020 goals call for an increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and babies, an increase 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.



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





# 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.