

Baby Friendly USA™
The gold standard of care



Getting Started





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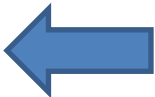
"Health care systems should ensure that maternity care practices provide education and counseling on breastfeeding. Hospitals should become more "baby-friendly," by taking steps like those recommended by the UNICEF/WHO's Baby-Friendly Hospital Initiative."

*Regina A. Benjamin, MD,
MBA US Surgeon General*

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WHAT CAN YOUR BIRTH FACILITY DO NOW?

Your hospital or birthing center can make a commitment to improve infant feeding policies, training and practices by embarking on the 4-D pathway to designation. This journey creates an environment that is supportive of best practices in maternity care and of optimal infant feeding.

The 4-D pathway is fit for all institutions; 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.

Hospitals providing maternity care throughout the US and US Territories may earn designation by successfully completing all 4 phases of the 4-D pathway and passing an on-site assessment. The Baby-Friendly Designation process requires verification of policies, curriculum, action plans, quality improvement projects, staff training, and competency verification, as well as a readiness interview and an on-site survey. Only after the facility has passed the on-site assessment can it receive the designation of being a Baby-Friendly Hospital.





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D1 DISCOVERY


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Welcome to the **D1: Discovery Phase**, the first of four phases on the 4-D Pathway to Baby-Friendly designation. The Discovery Phase is the time to discover what it means to be a Baby-Friendly facility. Among the most important things to discover are the *Ten Steps to Successful Breastfeeding*, the principles that guide the Baby-Friendly Hospital Initiative. Attainment of Baby-Friendly designation will require that your hospital or birthing center meets specific benchmarks for all of the *Ten Steps*.

We are thrilled that your facility is embarking on the 4-D pathway toward Baby-Friendly designation! The three tasks which your hospital or birthing center must complete during the D1:Discovery Phase are: (1) register with Baby-Friendly USA, (2) submit a CEO letter documenting administrative support to undertake this process, and (3) complete and submit a Facility Data Sheet and Self-Appraisal Tool.

TASK 1: Register with Baby-Friendly USA

There is no fee to register your facility with BFUSA. Submission of the Registration Form will add your facility to our database of organizations interested in pursuing entry into the 4-D pathway.

 **Click here** to register your hospital or birthing center with Baby-Friendly USA. Once you have completed the registration process you will receive an email outlining next steps and providing you with access to training materials and additional resources.

TASK 2: Obtain a CEO Support Letter

Administrative support to undertake the Baby-Friendly journey is associated with greater success in attaining the designation. Once you have obtained this letter, please submit a copy to BFUSA.

Click here for a sample CEO support letter



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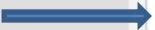
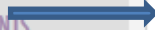
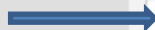
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NEW REGISTRATION

I am interested in Registering my facility to participate in the Baby-Friendly process.

Facility Legal Name

Facility Also Known As Name

Address

City

State

Zip Code

Name of Person Submitting

Contact Phone #

Contact Email Address

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Zip Code

Name of Person Submitting

Contact Phone #

Contact Email Address

Best Time of Day to Contact (please include your Timezone)

Submit

About Us

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Why?

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Baby-Friendly usa



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THANK YOU FOR YOUR REGISTRATION.

Thank you for submitting your Discovery Phase registration. We are thrilled to learn of your interest in joining an elite group of hospitals who have incorporated evidence-based maternity care practices that support optimal infant feeding and mother/baby bonding. Congratulations for taking this important step. A member of the Baby-Friendly USA team will be processing your registration form within the next 5 business days and will send you information on how to access the Discovery Phase Tool Kit. We are looking forward to working with you as you embark on your Baby-Friendly journey. Welcome aboard!!



Next Steps

- BFUSA will review the new registration and verify that the facility has not previously been registered.
- An email will be sent within 7 business days providing information about how to access the second part of the Discovery Phase Registration.



Next Steps

- The authorized users for the facility will be granted access to the Discovery Phase Tool Kit



Discovery Phase Tool Kit

- Facility Data Web Form
- Self Appraisal Web Form
- Sample CEO Support Letter
- Information about moving to the Development Phase



5-7 business days to set up accounts

We look forward to working with
you!!!