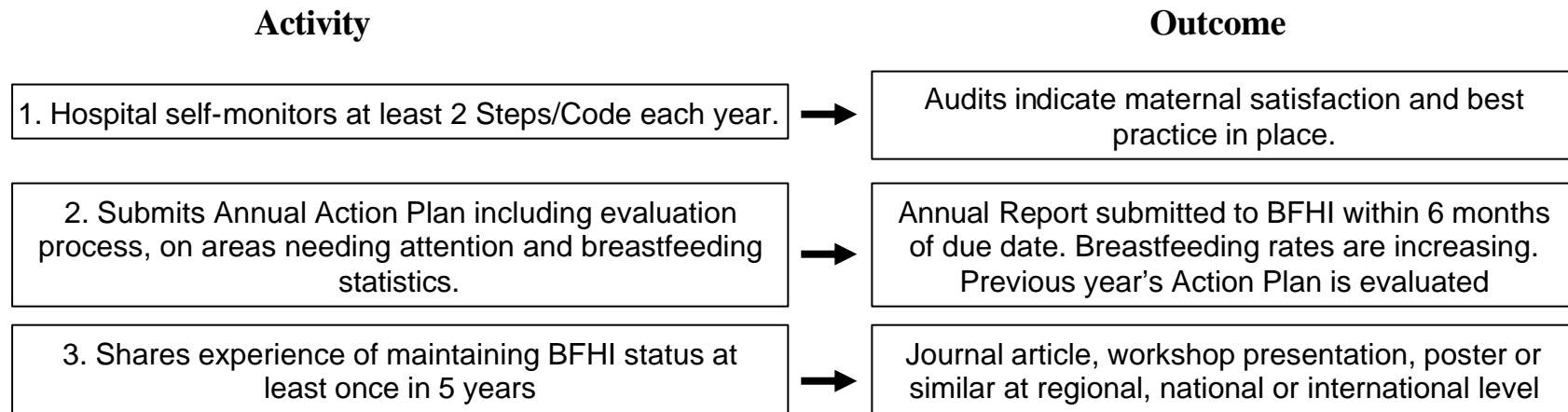


Baby Friendly Hospital Initiative in Ireland Re-assessment Process (Maternity)

Aim:

- To support and motivate the baby-friendly accredited maternity hospital/unit to continue best practices and to maintain baby-friendly status.
- To gain evidence that the Ten Steps are audited regularly in the facility and if required resultant action is taken to improve practices until they meet the required BFHI standard.
- To gain evidence that mothers experience positive support for breastfeeding in baby friendly facilities
- To gain evidence that the Code of Marketing of Breast-milk substitutes and subsequent relevant resolutions are adhered to.
- To link the BFHI with the Accreditation process by providing ongoing evidence of best practice and service user satisfaction

Plan, Act, Review, Monitor and Share



If ALL these 3 self-monitoring activities are on-going and the outcomes achieved, the hospital will be externally re-assessed five years after the date on their award. If ANY of the self-monitoring activities are not on-going or any of the outcomes are not achieved by the end of the second year after first awarding of Baby-friendly status or any year thereafter, automatic external reassessment will take place within 3 months of the end of the year in which the activity is not done/outcome achieved.

Notes:

All Steps/Code to be audited at least once in 5 years

Increase in breastfeeding rate on discharge and increase in exclusiveness of breastfeeding are most important. It is not enough to increase only the breastfeeding initiation rate. Rates must rise at least once in every two year period.

A fee is charged to cover the cost of external assessment visits.

Informal monitoring visits may take place by an assessor, which may or may not be notified in advance.

In special circumstances (e.g. hospital re-location), the hospital may apply for a variation in the re-assessment timeline. Shortage of staff is not a special circumstance.

Baby Friendly Hospital Initiative in Ireland Re-assessment Process (Maternity)

