

What is Baby Friendly Status?

Full implementation of the Ten Steps to Successful Breastfeeding and relevant articles of the International Code of Marketing of Breast Milk Substitutes (and its subsequent resolutions) as assessed by a BFHI assessment team is required.

Global Award requires a minimum exclusive breastfeeding rate of 75% of mothers are breastfeeding their babies on discharge home. The National Award will be given when less than 75% are exclusively breastfeeding on discharge.

Hospitals/maternity units must agree to :

- Collect breastfeeding statistics and audit compliance with their policy and to make changes to practices are needed to ensure standards continue to be implemented. These reports to be returned to the BFHI co-ordinator on an annual basis.
- Participate in monitoring visits which provide support for the maintenance of BFHI best practice standards.
- Be re-assessed approximately every two years after the initial award. If the reassessment shows that any of the standards are no longer being fully implemented the hospital is required to act to bring practices back into line with the requirement of the BFHI.
- Cease to use the designation as an Accredited Baby Friendly Hospital, if due to falling standards that are not remedied, the National BFHI Committee informs the hospital that the award has been withdrawn.