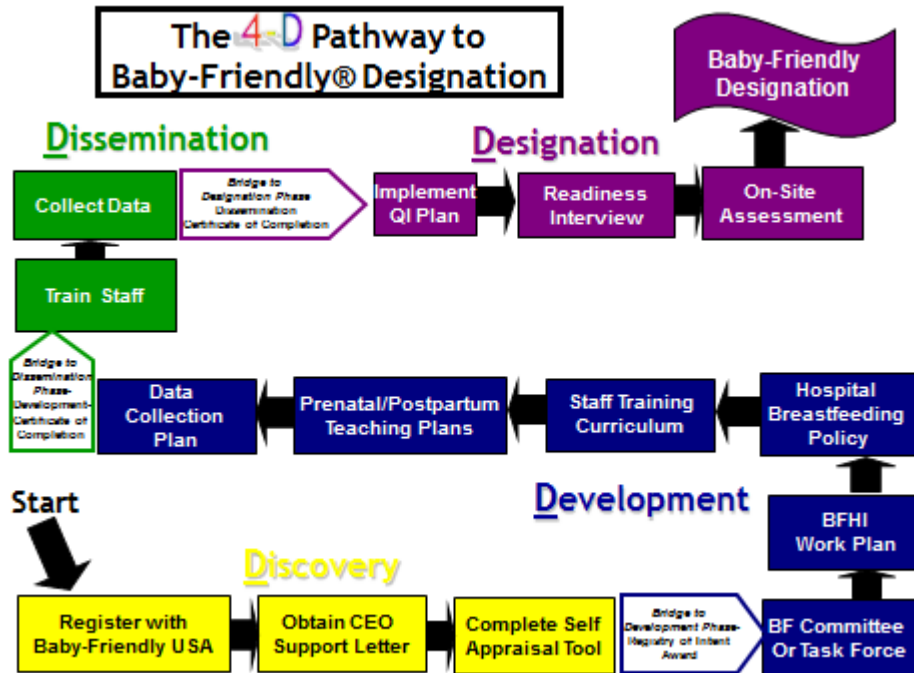


4-D Pathway Q & A



1. Q. What are the benefits of a hospital becoming Baby-Friendly?

1A. There are several benefits of a hospital becoming Baby-Friendly. The Baby-Friendly designation is globally prestigious. More importantly, the promotion of breastfeeding has been scientifically proven to help ensure the best health for women and their children. The Baby-Friendly designation is evidence of external verification that the 10 Steps to Successful Breastfeeding are being properly implemented by a hospital.

2. Q. How does the Baby-Friendly process work?

2A. Baby-Friendly USA, Inc. created the “4-D Pathway” for achieving the Baby-Friendly Designation. This method organizes the process into manageable and achievable tasks. There are four phases to the pathway. First, in the Discovery Phase, a birthing facility commits to the Baby-Friendly process by submitting an application to Baby-Friendly USA. After that, the facility works through the Development, Dissemination and Designation Phases, accessing technical assistance from Baby-Friendly USA, Inc. and receiving feedback on submitted policies, curricula, etc. Finally, the facility requests an on-site assessment by the Baby-Friendly assessment team and a review by the External Review Board. Upon successful completion of this review process,

the "Baby-Friendly" designation is conferred. If the facility does not pass on first assessment, it may apply for reassessment when identified problems have been rectified.

3Q. Why did you change from Certificate of Intent (COI) to the 4-D Pathway?

3A. The 4-D Pathway:

- Creates a structure that utilizes program development and quality improvement (QI) processes that are familiar to hospitals
- Helps facilities determine a good starting point for the journey
- Provides a series of guidance and planning tools
- Offers processes for hospital self-evaluation and performance improvement activities related to maternity care practices and infant nutrition

4Q. How long is the process for completing the 4-D Pathway to Baby-Friendly Designation?

4A. The process will vary from hospital to hospital and is dependent on several factors, such as size of hospital, previous work undertaken, staff commitment, etc. On average it usually takes up to one year to complete each phase.

5Q. What are the phases to becoming Baby-Friendly?

5A. There are four phases within the 4-D Pathway to Baby-Friendly Designation. These phases include the **D**iscovery Phase, **D**evelopment Phase, **D**issemination Phase and the **D**esignation Phase.

- **Discovery Phase** – Facilities engage in a process to discover the benefits and processes for qualifying for the Baby-Friendly Designation.
- **Development Phase** – Facilities develop a comprehensive set of plans for implementing the Ten Steps to Successful Breastfeeding. They develop a Baby-Friendly committee, Baby-Friendly work plan, comprehensive infant feeding policy that supports the 10-steps to successful Breastfeeding, staff training curriculum/plan, prenatal, inpatient and post-partum teaching plans, and a data collection plan. To assist facilities with these tasks, Baby-Friendly USA, Inc. will provide a series of templates and tools as well as provide ongoing technical assistance.
- **Dissemination Phase** – Facilities disseminate (roll-out) the plans developed during the prior phase and evaluate the data collected to see if the desired outcomes are being achieved.
- **Designation Phase** – Facilities receive the Baby-Friendly® Designation and are licensed to use the Baby-Friendly certification mark after an on-site assessment by the Baby-Friendly assessment team; a review by the External Review Board (ERB) determine that the Ten Steps to Successful Breastfeeding were successfully implemented; and execution of a Designation Agreement by the Facility.

6Q. What is the cost of becoming Baby-Friendly?

6A. Each facility will experience different costs depending on their own unique resources. Generally, the primary costs include:

1. [Fees to BFUSA](#)
2. Staff Training
3. Purchase of infant formula, bottles & artificial nipples/pacifiers