

# Baby-Friendly Endorsement Policy

Baby-Friendly USA, Inc. frequently receives requests from manufacturers and training companies to review and endorse their products. Baby-Friendly USA does not perform such reviews NOR does it endorse products or training programs. Products and programs bearing claims of our endorsement are FALSE and are done so without our permission.

The Baby-Friendly name and logo are a certification mark of UNICEF, and are licensed to Baby-Friendly USA. As part of our agreement, Baby-Friendly USA must protect the name and logo. The Baby-Friendly name and logo represent the hard work of birthing facilities in their achievement of excellence in maternity care practices that support optimal infant feeding and mother-baby bonding. Therefore, it is essential that we preserve the integrity of the name.

## **WHY DOESN'T BABY-FRIENDLY USA PROVIDE ENDORSEMENTS?**

The mission of the Baby Friendly Hospital Initiative (BFHI) is to encourage and recognize hospitals and birthing centers that offer an optimal level of maternity care. It is not within the scope or mission of Baby-Friendly USA to review and evaluate the many maternal and infant products that are on the market today. We believe that in order for our endorsement to be reliable, we would have to conduct a comprehensive and periodic review of such items. This process would be extremely labor intensive and would divert our resources away from our mission.

## **IF BABY-FRIENDLY USA DOES NOT PROVIDE PRODUCT AND SERVICE ENDORSEMENTS, HOW SHOULD FACILITIES EVALUATE THESE ITEMS FOR COMPLIANCE WITH BABY-FRIENDLY REQUIREMENTS?**

All products and services should meet the intent and/or goals outlined in the Baby Friendly Hospital Initiative Guidelines and Evaluation Criteria  
[http://www.babyfriendlyusa.org/eng/docs/2010\\_Guidelines\\_Criteria\\_Rev%2011\\_28\\_11.pdf](http://www.babyfriendlyusa.org/eng/docs/2010_Guidelines_Criteria_Rev%2011_28_11.pdf)

## **IF PRODUCTS AND SERVICES MEET THE INTENT AND/OR GOALS DESCRIBED IN "Guidelines and Evaluation Criteria", "The Ten Steps to Successful Breastfeeding", "The International Code of Marketing of Breast Milk Substitutes" and/or "UNICEF 15 Lessons required for maternity staff training in BF Hospitals and Birth", MAY THEY BE MARKETED AS BABY-FRIENDLY?**

No. As stated previously, the Baby-Friendly name and logo are a certification mark of UNICEF, and are licensed to Baby-Friendly USA. The name is used to represent the global designation granted to a facility once they have successfully implemented all 10 Steps to Successful Breastfeeding and have passed an external assessment conducted by Baby-Friendly USA.

## **WHEN CAN FACILITIES USE THE TERMINOLOGY OF "BABY-FRIENDLY HOSPITAL?"**

This title may only be used when your facility has been assessed by Baby-Friendly USA, approved by the External Review Board, and the CEO has received the letter from Baby-Friendly USA indicating they have been designated. Use of the certification mark term "Baby-Friendly" is restricted only to fully designated facilities.