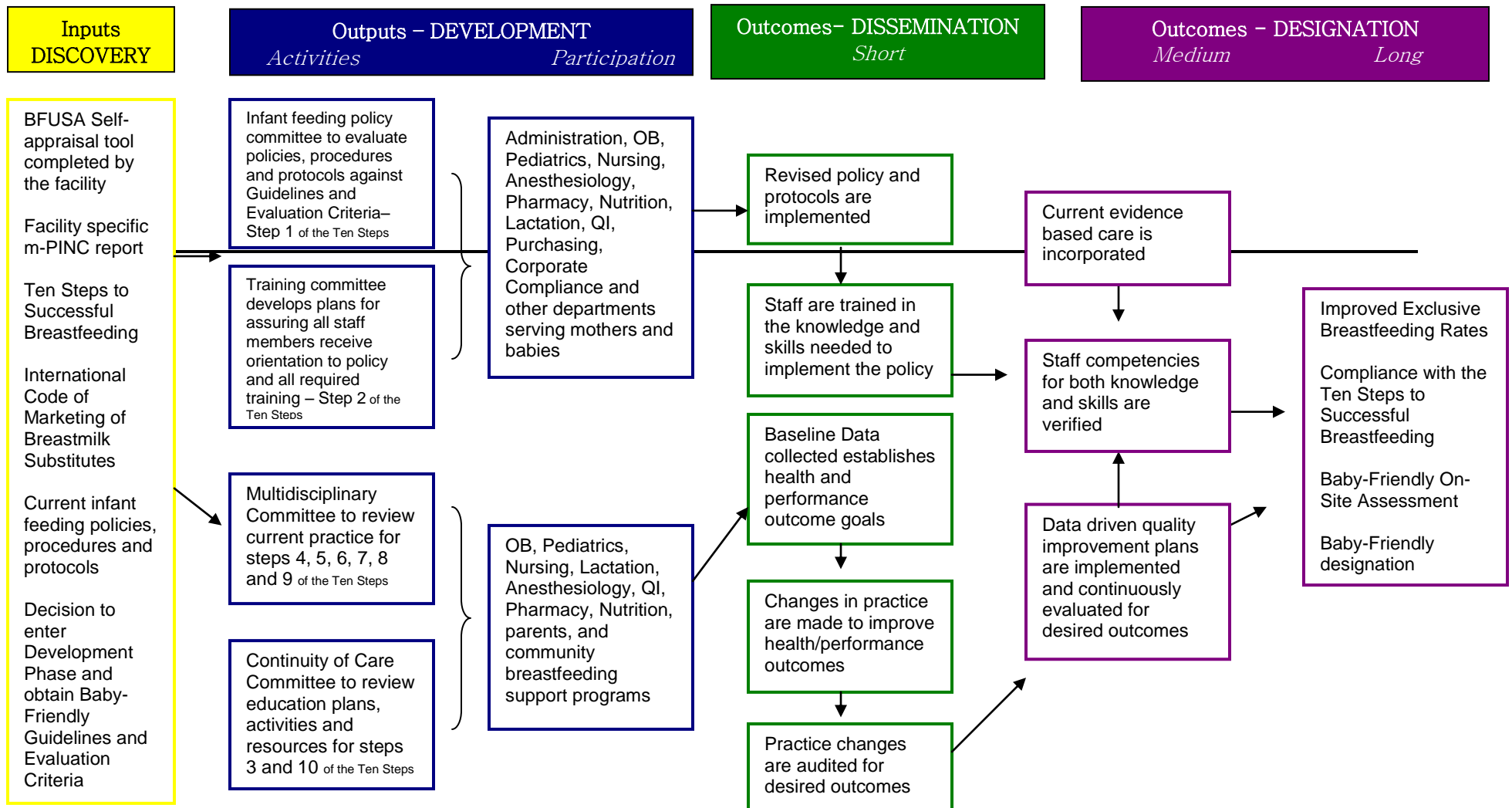


Baby-Friendly Logic Model

Situation: Healthy People 2020 goals call for an increase in the proportion of live births that occur in facilities that provide recommended care for lactating mothers and babies, an increase in the proportion of infants being breastfed and a reduction in the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life. To meet these goals, existing maternity care practices need to be evaluated against current evidence, the Ten Steps to Successful Breastfeeding, and the Baby-Friendly Guidelines and Evaluation Criteria and changes to current practice may need to be implemented.



© 2011 Baby-Friendly USA, Inc. This is a proprietary and confidential document. It may be reproduced and distributed only to members of the multidisciplinary Baby-Friendly Task Force of a Baby-Friendly designated facility or a facility that is officially registered with Baby-Friendly USA, Inc (BFUSA), as working towards designation. (Officially registered means completing the required forms and paying a fee to BFUSA to participate in the Development, Dissemination or Designation phase of the 4-D Pathway)

Baby-Friendly® ("Baby-Friendly") is a registered certification mark owned by UNICEF. UNICEF has designated Baby-Friendly USA, Inc. ("BFUSA") to administer the Baby Friendly certification program.