

Navigating the Baby-Friendly USA Portal

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More than *a million babies*
each year off to a great start

[Learn More](#)

The Portal

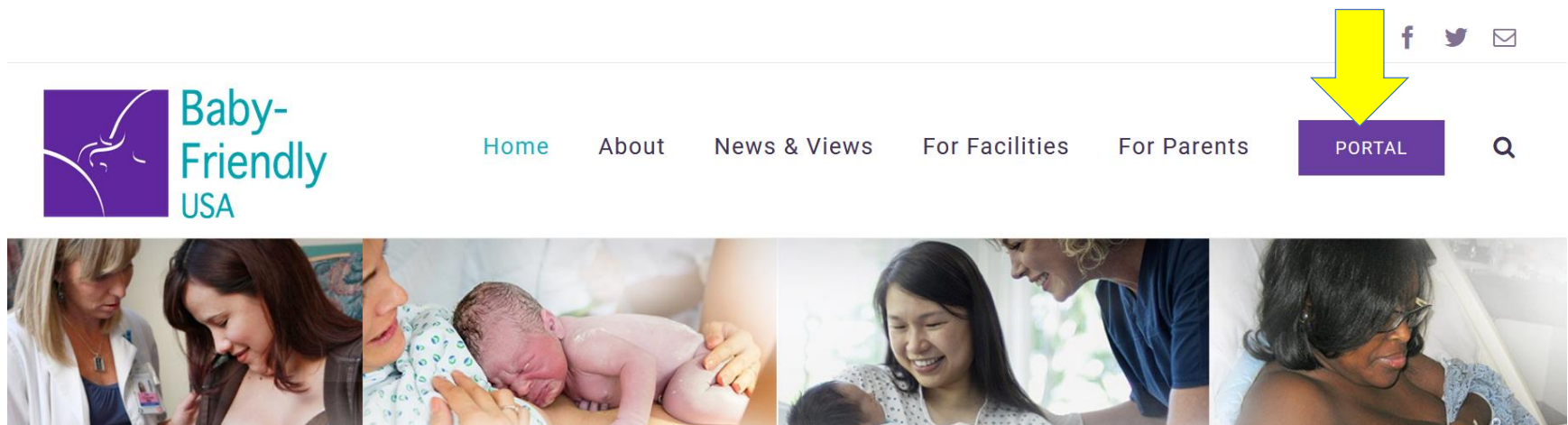
The Baby-Friendly USA (BFUSA) portal is the “back end” of the website. The portal is a secured area of the website where only registered facilities working in the 4-D Pathway or Designated may access phase materials and tools.

**To access the portal,
you must login.**

Log-in

To have login access you must be a
registered user
for your facility.

This means BFUSA has been provided with your specific, facility-branded email address and you have been officially issued a login password by us.



Registered Users

The image displays two overlapping registration forms. The background form is titled 'Primary User' and the foreground form is titled 'Secondary User'. Both forms contain the following fields:

- First name
- Last name
- Credentials
- Title
- Department
- Phone
- Fax
- Email

Registered users are established in the **Discovery Phase (D1)** when the **Discovery Registration Form** is submitted & accepted.

Registered Users

Each facility must have a minimum of 2 users at all times.
You are allowed a maximum of 3 users.

Common Questions:

- What are the different user roles?
- What are the different privileges associated with each role?
- Who should we choose to be a user?
- What if I need to change a registered user?
- What if I forget my login password?

Registered Users

User Roles:

Primary User: This individual is considered to be your facility's primary Baby-Friendly contact. The Primary User also has advanced privileges; because of this, it is pertinent that you always maintain an active Primary User.

What are the additional privileges? The Primary User can submit the Facility Data Sheet, Self-Appraisal Survey, and edit the Facility Details page in the portal.

Secondary User: The Secondary User has access to all of the same tools and materials as the Primary User. However, the Secondary User can only enter data to online forms, they cannot submit the form.

Alternate User: This role is optional and shares all of the same privileges as the Secondary User. They may enter data to forms in the portal but do not have the ability to submit.

Registered Users

Things to Consider:

When appointing registered users, consider the following:

Those identified as registered users will have access to all phase tools and materials located in the portal. They will be responsible for:

- Ensuring all required phase work is completed and submitted to Baby-Friendly USA per the indicated timeline
- Monitoring deadlines
- Tracking expiration dates
- Ensuring timely payment of all fees

These individuals will be the main point of contact between BFUSA and your facility. Please keep this in mind when deciding who should have login access to the portal.

Changing Users

User Changes:

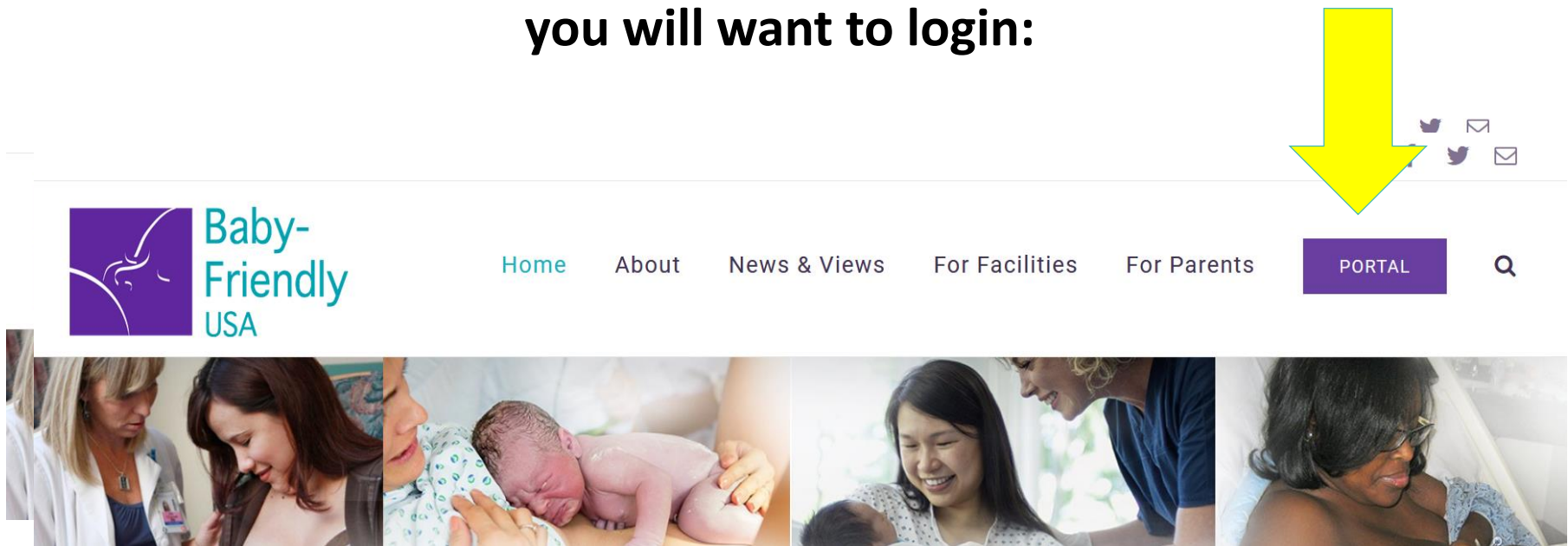
Only BFUSA staff can add/remove/change a registered user. To authorize this change, you must do the following:

1. Complete and submit a **User Change Form**. This is located on the Dashboard in the portal under **DO #1**.
 - a) Once this form is processed, new users will receive an email from BFUSA containing a password and login instructions.
2. Following submission of the User Change Form, the Primary User should edit the **Facility Details** page in the portal to update the contact information for the user that has changed.

NOTE: Just changing the Facility Details page in the portal will not facilitate any change within the system unless a User Change Form is also submitted.

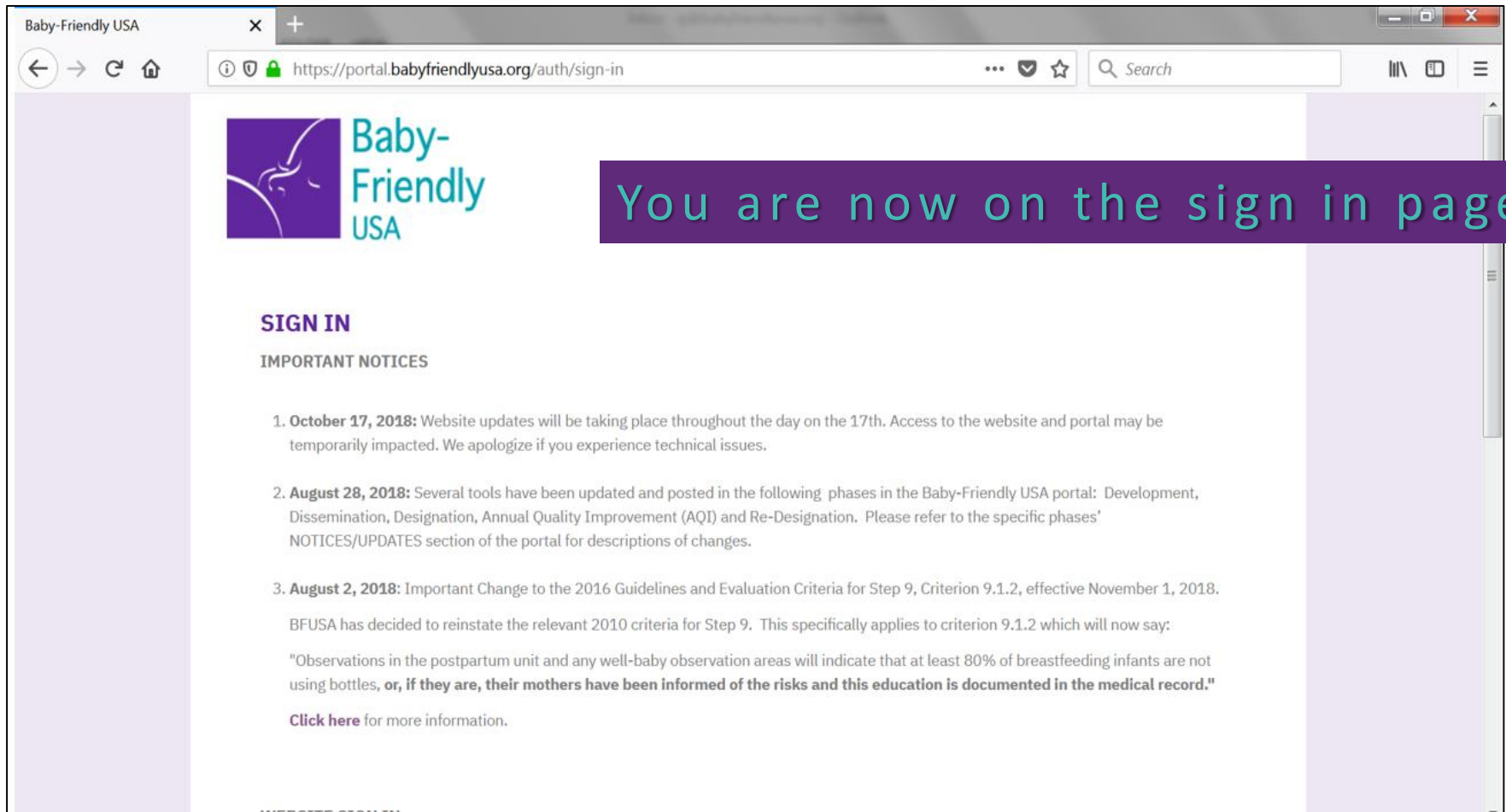
Logging In

Once portal access has been successfully established,
you will want to login:



From the BFUSA home page, click “**PORTAL.**”

Logging In



The screenshot shows a web browser window with the address bar displaying `https://portal.babyfriendlyusa.org/auth/sign-in`. The page features the Baby-Friendly USA logo on the left. A purple banner across the top right of the page content area contains the text "You are now on the sign in page". Below the banner, the heading "SIGN IN" is followed by a section titled "IMPORTANT NOTICES". This section contains three numbered items, each detailing website updates or changes from October 2018 and August 2018. The third item includes a link to "Click here" for more information.

Baby-Friendly USA

https://portal.babyfriendlyusa.org/auth/sign-in

You are now on the sign in page

SIGN IN

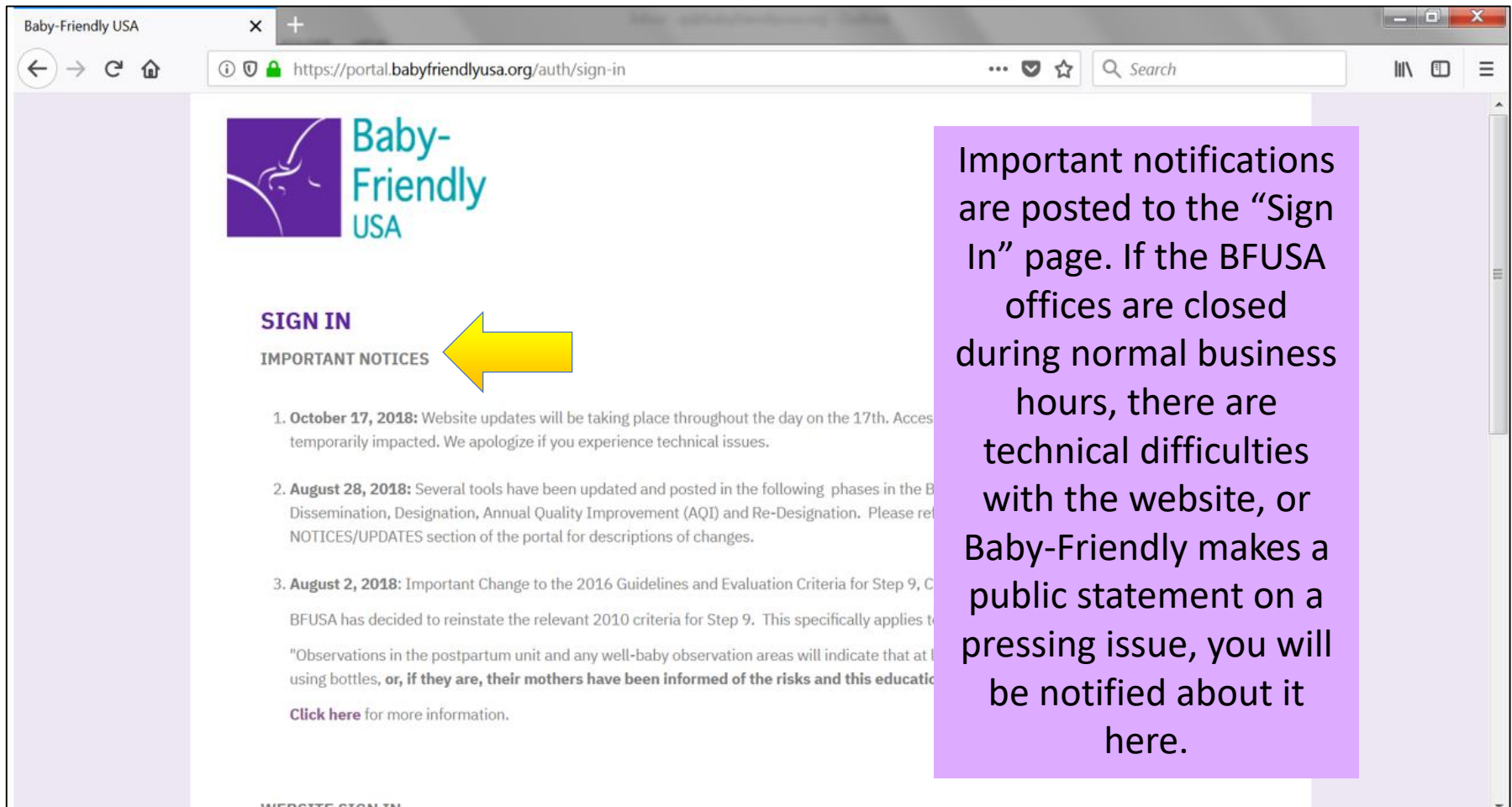
IMPORTANT NOTICES

- 1. October 17, 2018:** Website updates will be taking place throughout the day on the 17th. Access to the website and portal may be temporarily impacted. We apologize if you experience technical issues.
- 2. August 28, 2018:** Several tools have been updated and posted in the following phases in the Baby-Friendly USA portal: Development, Dissemination, Designation, Annual Quality Improvement (AQI) and Re-Designation. Please refer to the specific phases' NOTICES/UPDATES section of the portal for descriptions of changes.
- 3. August 2, 2018:** Important Change to the 2016 Guidelines and Evaluation Criteria for Step 9, Criterion 9.1.2, effective November 1, 2018.
BFUSA has decided to reinstate the relevant 2010 criteria for Step 9. This specifically applies to criterion 9.1.2 which will now say:
"Observations in the postpartum unit and any well-baby observation areas will indicate that at least 80% of breastfeeding infants are not using bottles, **or, if they are, their mothers have been informed of the risks and this education is documented in the medical record.**"
[Click here](#) for more information.

WEBSITE SIGN IN

Logging In

Important Notices



The screenshot shows a web browser window with the address bar displaying <https://portal.babyfriendlyusa.org/auth/sign-in>. The page features the Baby-Friendly USA logo at the top left. Below the logo, the text "SIGN IN" is displayed in a bold, purple font, with a yellow arrow pointing to it from the right. Underneath "SIGN IN" is the heading "IMPORTANT NOTICES" in a smaller, bold, purple font. A list of three notices follows, each starting with a date and a description of an update or change. The first notice is dated October 17, 2018, and mentions website updates. The second is dated August 28, 2018, and mentions updates to various phases of the Baby-Friendly process. The third is dated August 2, 2018, and mentions a change to the 2016 Guidelines. At the bottom of the list, there is a link that says "Click here for more information."

Baby-Friendly USA

SIGN IN

IMPORTANT NOTICES

- 1. October 17, 2018:** Website updates will be taking place throughout the day on the 17th. Access to the portal will be temporarily impacted. We apologize if you experience technical issues.
- 2. August 28, 2018:** Several tools have been updated and posted in the following phases in the Baby-Friendly process: Dissemination, Designation, Annual Quality Improvement (AQI) and Re-Designation. Please refer to the NOTICES/UPDATES section of the portal for descriptions of changes.
- 3. August 2, 2018:** Important Change to the 2016 Guidelines and Evaluation Criteria for Step 9, Critical Pathway. Baby-Friendly USA has decided to reinstate the relevant 2010 criteria for Step 9. This specifically applies to the following: "Observations in the postpartum unit and any well-baby observation areas will indicate that at least one infant is using bottles, or, if they are, their mothers have been informed of the risks and this education has been provided." [Click here](#) for more information.

WEBSITE SIGN IN

Important notifications are posted to the "Sign In" page. If the BFUSA offices are closed during normal business hours, there are technical difficulties with the website, or Baby-Friendly makes a public statement on a pressing issue, you will be notified about it here.

Logging In

Password Reset

WEBSITE SIGN IN

- **Reset password** - If you are a registered User and you have forgotten your password, click here "**Forgot Your Password**" to reset.
- **General Information Questions** - info@babyfriendlyusa.org
- **Website Technical Support Questions** - techie@babyfriendlyusa.org

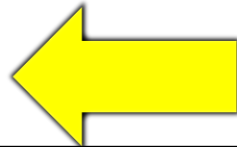
USERS: SIGN IN BELOW WITH YOUR REGISTERED EMAIL ADDRESS

Email

Password

Sign in

[Forgot your password?](#)



Note the “Forgot your password?” link.

If you lose or forget your password at any time you may utilize this link to reset your login password. You will be provided with a system-generated email containing instructions on getting a new password.

Logging In

WEBSITE SIGN IN

- **Reset password** - If you are a registered User and you have forgotten your password, click here "**Forgot Your Password**" to reset.
- **General Information Questions** - Info@babyfriendlyusa.org
- **Website Technical Support Questions** - techie@babyfriendlyusa.org

USERS: SIGN IN BELOW WITH YOUR REGISTERED EMAIL ADDRESS

Email

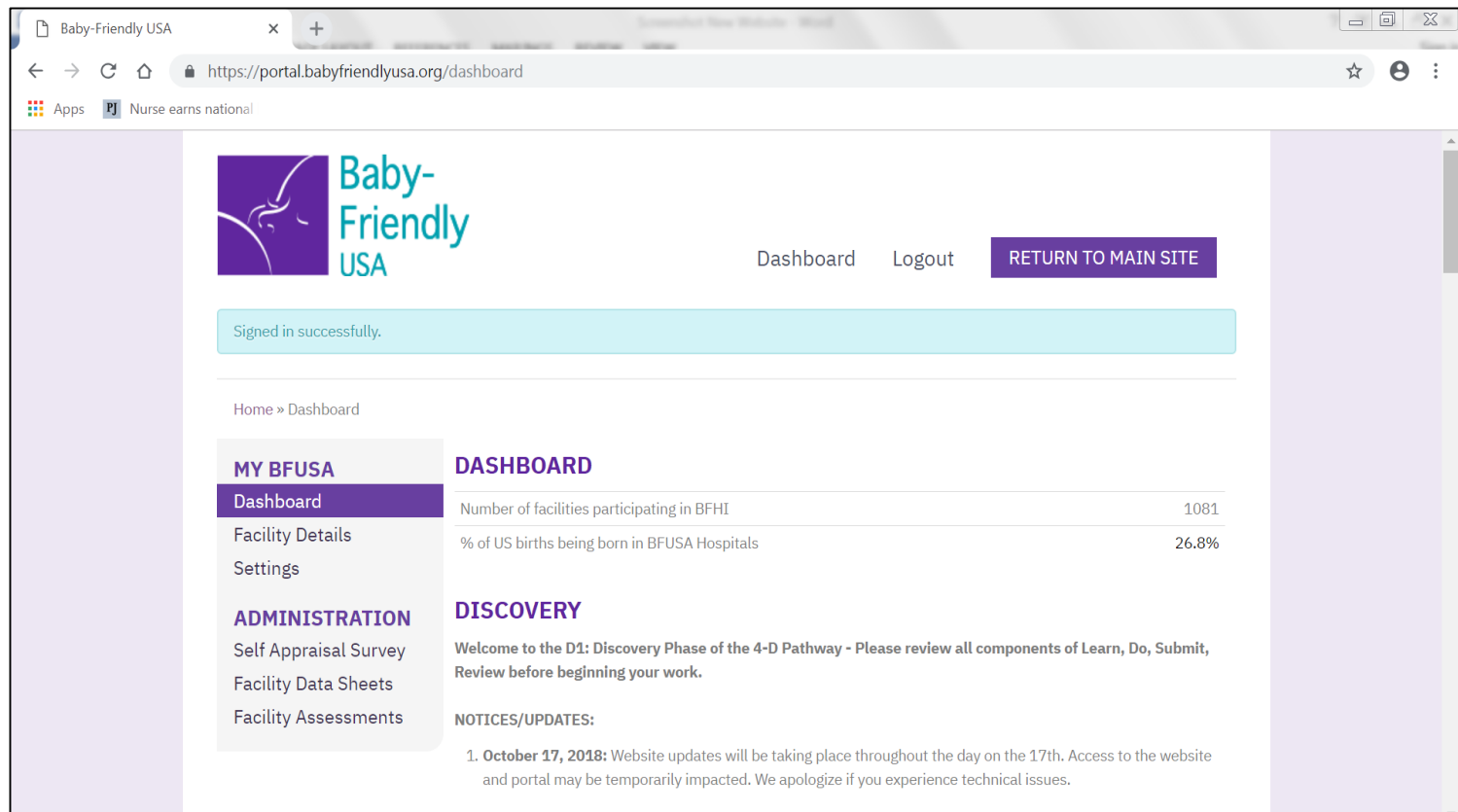
Password

Sign in

[Forgot your password?](#)

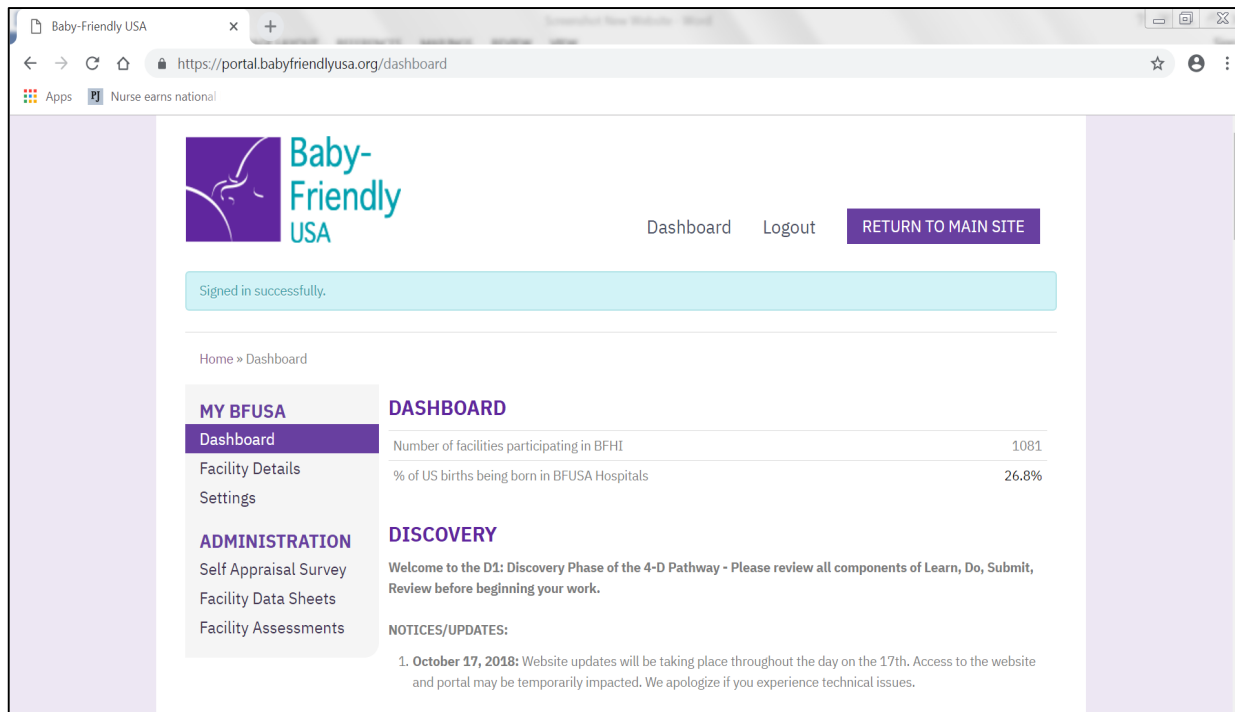
Enter your facility
branded email address
and password, and click
"Sign in."

Dashboard



You are now logged into the portal and are on the **Dashboard**.

Dashboard



This above shows what the top of your page will look like immediately following your login.

The **Dashboard** is where all phase materials are housed: tool kits, template documents, guides, phase requirements, submission instructions, and deadlines.

Dashboard

Headings

The Dashboard is organized by phase with the facility's most current phase at the top.

When advancing phases you maintain access to all previous phase tools.

For example: If your facility is currently in the Dissemination Phase you can locate tools from the Development and Discovery Phase by scrolling down on your Dashboard.

Materials for a future phase will not be available until the facility enters into that phase

Dashboard

Headings

The instructions and materials available through the portal for each phase are divided under four headings:

- **LEARN** – Instructions and resources for this phase.
- **DO** – Templates and materials used for phase activities.
- **SUBMIT** – List of items that must be submitted by your facility to BFUSA.
- **REVIEW** – List of items that should be reviewed by your team when you complete your work in this phase.

Dashboard

DO

1. IMPORTANT- USER CHANGE INFORMATION:

- A. A User Change Form, signed by the Nurse Manager (or higher level), must be emailed to BFUSA for any change of information pertaining to the Primary, Secondary or Alternate Users.
 - I. Typical changes include: deleting a User, adding a User or changing a User email address (which often occurs when a facility merges into a system or changes its name).
 - II. If BFUSA does not receive the signed User Change Form, new Users will not receive passwords and login information. To download a User Change Form, please [click here](#).
- B. In addition to submitting this form, the Primary User must log into the BFUSA portal and make "User" changes online in the Facility Detail. NOTE: The User Change Form applies only to changes for the three User roles.
- C. If your facility is having trouble with the portal, please email info@babyfriendlyusa.org or call 1-800-458-5555.

2. MULTIPLE CAMPAIGN

- A. Each campaign is for an individual facility.
- B. Each campaign is for a specific facility.
- C. This policy is for the facility's own pace.

3. CEO SUPPORT

- A. Obtain a letter from the facility leader.
- B. The CEO's contact information is info@babyfriendlyusa.org.

4. FACILITY DATA

LEARN

Important Documents opened through the BFUSA portal may not "close" the same in each User's browser type (Internet Explorer, Google Chrome etc.) Some browsers require you to close a new window or page link by using the back arrow rather than clicking on the "X" in the top right corner of your screen.

- 1. **REGISTERED USERS:** Each facility is required to register a minimum of two, maximum of three Users for online access to the Baby-Friendly USA (BFUSA) portal.
 - A. User roles include: Primary, Secondary and Alternate.
 - I. The Primary User is the only User with privileges to "Submit" BFUSA's web forms through the portal. This signifies to Baby-Friendly USA verification of the information provided by the facility.
 - II. The Secondary and Alternate Users may enter data into BFUSA's web forms on the portal using the "Save Draft" button. Secondary and Alternate Users cannot "Submit" the web forms or data through the portal.
 - B. If you need to add/delete/edit User information, please see "DO" #1 below to download the form. Updating Users on your Facility Details page WILL NOT automatically provide new Users with access to the portal. You must submit the form.
- 2. **NEW USERS:** If you are new to using the Baby-Friendly portal, please [click here](#) to view a PowerPoint Presentation called *Navigating the Portal*.
- 3. **DISCOVERY PHASE SUMMARY:** For a summary of the Discovery Phase, [click here](#).
- 4. **TOOL KIT MEMO: D1: Discovery Tool Kit Memo – [click here to view](#).**
- 5. **HELPFUL INFORMATION:** Click [FAQs](#) and [4-D Pathway Resources](#) for additional information and presentations.
- 6. **The INTERNATIONAL CODE OF MARKETING OF BREAST-MILK SUBSTITUTES** - [click here](#) to learn more about this important component of breastfeeding protection.
- 7. **PATIENT DISCHARGE BAGS:** For practical tools and solutions to eliminating formula company-sponsored

Dashboard

Submit

SUBMIT will always instruct you on **what**, **when**, **where**, and **how** to submit materials.

SUBMIT - All facilities enrolling in the first year of this Phase on or after July 1, 2016 are required to adhere to the timelines below.

Facilities are expected to **COMPLETE their work** in the Development Phase **AND MOVE** into the Dissemination Phase **within one (1) year**. The outline below will allow all parties to complete the work of the Development Phase within the year.

When

1. Anytime

- A. User information update form, if applicable – see "DO" #1
- B. The timeframe for the tasks below are not meant to impede hospitals and birth centers who wish to move faster through the 4-D Pathway. Facilities completing their work early and wishing to move to the next phase sooner than outlined below, may contact BFUSA and request the next phase invoice.

2. By 9 months of entering the Development Phase

- A. Email all of the facility-completed versions of the items below to 4dsubmission@babyfriendlyusa.org - materials may be submitted individually or at the same time. SUBJECT line of the email MUST say: "D2: Development Submission-Facility Name"
 - I. Work Plan Template (DEV3A) – see "DO" #7
 - II. Infant Feeding Policy – see "DO" #8
 - III. Patient Education Plan Template (DEV7A) – see "DO" #9
 - IV. Staff Training Plan Template (DEV8B) – see "DO" #10
 - V. Data Collection Plan Template (DEV9A) – see "DO" #11
- B. IMPORTANT: once submissions are reviewed, the facility will receive feedback from Baby-Friendly USA.

3. By 10 months into the Development Phase

- A. If the items above are not received, facilities will be invoiced for a SECOND year fee in the Development Phase.
- B. Facilities who have submitted all required materials by the specified timeframes will be invoiced for the

Where

What

How

Outside the Dashboard

What else should I know
about the
Baby-Friendly portal?

My BFUSA Menu

Baby-Friendly USA

https://portal.babyfriendlyusa.org/dashboard

Apps Nurse earns national

Baby-Friendly USA

Dashboard Logout RETURN TO MAIN SITE

Home » Dashboard

MY BFUSA

- Dashboard**
- Facility Details
- Settings

ADMINISTRATION

- Self Appraisal Survey
- Facility Data Sheets
- Facility Assessments

DASHBOARD

| | |
|--|-------|
| Number of facilities participating in BFHI | 1081 |
| % of US births being born in BFUSA Hospitals | 26.8% |

DISSEMINATION

Welcome to the D3: Dissemination Phase - Please review all components of Learn, Do, Submit, Review for the Dissemination Phase before beginning your work.

NOTICES/UPDATES:

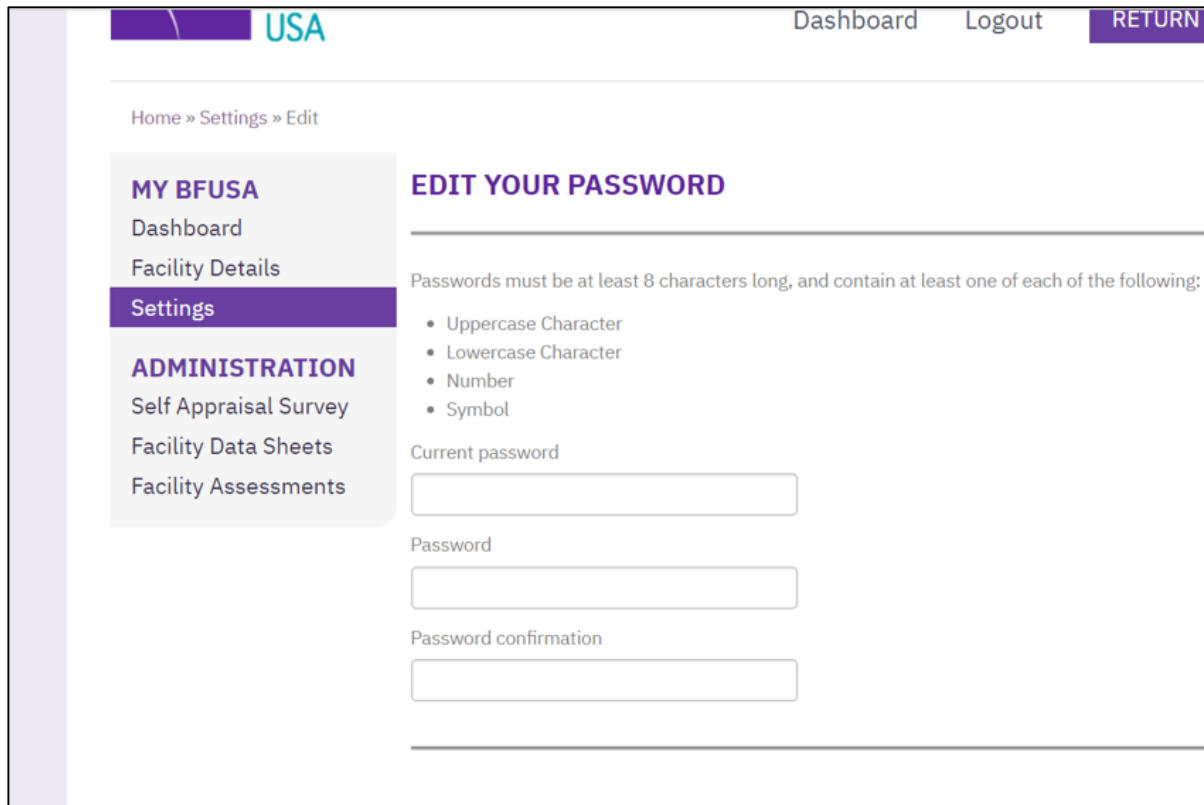
- October 17, 2018:** Website updates will be taking place throughout the day on the 17th. Access to the website and portal may be temporarily impacted. We apologize if you experience technical issues.

2018 – DISS1-AuditToolStep1, DISS3-AuditToolStep3, DISS4-AuditToolSteps47, DISS7-
de were tweaked to clarify areas where users had questions and to more closely align with the
nes and Evaluation Criteria-v2. See below "DO" 6.

The dark purple bar indicates the page you are currently viewing.

My BFUSA Menu

Settings



The screenshot shows a web interface for 'My BFUSA'. At the top, there's a navigation bar with 'USA' on the left, and 'Dashboard', 'Logout', and a 'RETURN' button on the right. Below the navigation bar, a breadcrumb trail reads 'Home » Settings » Edit'. On the left side, there's a sidebar menu with 'MY BFUSA' (containing 'Dashboard', 'Facility Details', and 'Settings' which is highlighted) and 'ADMINISTRATION' (containing 'Self Appraisal Survey', 'Facility Data Sheets', and 'Facility Assessments'). The main content area is titled 'EDIT YOUR PASSWORD'. It includes a note: 'Passwords must be at least 8 characters long, and contain at least one of each of the following:'. Below this note is a bulleted list: 'Uppercase Character', 'Lowercase Character', 'Number', and 'Symbol'. There are three input fields labeled 'Current password', 'Password', and 'Password confirmation'. The 'Current password' field is empty. The 'Password' field is empty. The 'Password confirmation' field is empty.

The “**Settings**” tab will allow you to change your password. This should always be done immediately following a password reset via the link on the login page or receiving a password issued by a BFUSA staff member.

These passwords are usually very long and/or temporary and should be changed as soon as portal access is obtained.

Facility Details

The **Facility Details** page can also be accessed through the MY BFUSA menu. This page contains important information that is specific to your facility such as:

- **Facility information**
 - 4-digit Baby-Friendly ID#
 - Facility contact's
 - Facility demographic information
- **Phase expiration date**
- **Phase history**

The following slides will show you where and how to locate all of these details

ID Number

Facility Details includes:

- The 4-digit ID assigned to your facility by BFUSA.

The screenshot displays the 'Facility Details' page for '1 TEST REDESIGNATION PHASE HOSPITAL (PRETEND, NY)' on the portal.babyfriendlyusa.org. The page includes a sidebar with navigation links like 'MY BFUSA', 'Facility Details', and 'ADMINISTRATION'. The main content area shows a table of facility information. The 'GENERAL' section is highlighted with a yellow box, containing the following details:

| 1 TEST REDESIGNATION PHASE HOSPITAL (PRETEND, NY) | |
|---|----------------|
| Id | 3193 |
| Phone | 555-121-5555 |
| Subsystem Name | N/A |
| Facility Type | Hospital |
| Organization Type | Not For Profit |
| Phase Type | Re-Designation |

Below the 'GENERAL' section is the 'ADDRESS' section, which includes:

| | |
|--------|----------------|
| Line 1 | 12 Main Street |
| Line 2 | N/A |
| City | Pretend |
| State | NY |

The footer of the page shows the URL 'portal.babyfriendlyusa.org/facilities/874#code' and the value '11111'.

Facility Details

Facility Details also include:

- Contact information for your facility's registered users and administrative staff members such as CNO, CEO, and Director of Maternity
- Other demographic information about your facility

This page should be checked often to ensure the information is accurate and updated appropriately by the Primary User when necessary.

Phase History

03/02/2015

03/03/2015

02/10/2013

02/11/2013

PHASE HISTORY

Re-Designation

10/19/2017 02:55 PM

Development

10/19/2017 02:49 PM

Discovery

10/19/2017 02:35 PM

Development

10/19/2017 02:07 PM

Re-Designation

01/28/2013 09:03 AM

DATA SHEETS

| # | Last Updated | Submitted? | Actions |
|---|---------------------|------------|-----------------------|
| 1 | 02/13/2018 12:25 PM | No | Draft |
| 2 | 05/19/2016 09:37 AM | Yes | Show |

SELF APPRAISAL SURVEY

Actions

[Show](#)

Your facility's **Phase History** is recorded at the very bottom of the Facility Details page.

Phase History

The **Phase History** allows you to track your facility's progress in the 4-D Pathway as well as monitor your expiration date.

The current phase status is listed at the top.

The expiration date is 1 year from the date the facility entered the phase.

PHASE HISTORY

| | |
|---------------|---------------------|
| Dissemination | 10/05/2018 12:29 PM |
| Development | 11/10/2017 03:15 PM |
| Discovery | 10/20/2016 09:37 AM |

This facility is in the Dissemination Phase, and will expire on 10/4/2019.

Facility Details

Facility Data Sheets

PHASE HISTORY

| | |
|----------------|---------------------|
| Re-Designation | 10/19/2017 02:55 PM |
| Develop | 9 PM |
| Discover | 5 PM |
| Develop | 7 PM |
| Re-Designation | 01/28/2013 09:03 AM |

Just below the Phase History you will find a record of the Facility Data Sheets submitted by your facility and the Self Appraisal Survey that is submitted in the Discovery Phase.

DATA SHEETS

| # | Last Updated | Submitted? | Actions |
|---|---------------------|------------|-----------------------|
| 1 | 02/13/2018 12:25 PM | No | Draft |
| 2 | 05/19/2016 09:37 AM | Yes | Show |

SELF APPRAISAL SURVEY

| Last Updated | Submitted? | Actions |
|---------------------|------------|----------------------|
| 08/27/2014 09:48 AM | Yes | Show |

Facility Details

Updating Your Contacts

“Our CEO has retired. How can I update this information in the portal?”

“My facility just merged with a new health system. Do I need to submit anything to Baby-Friendly?”

Now that you know what is on the Facility Details page and where to find it, what do you do if something needs to be updated?

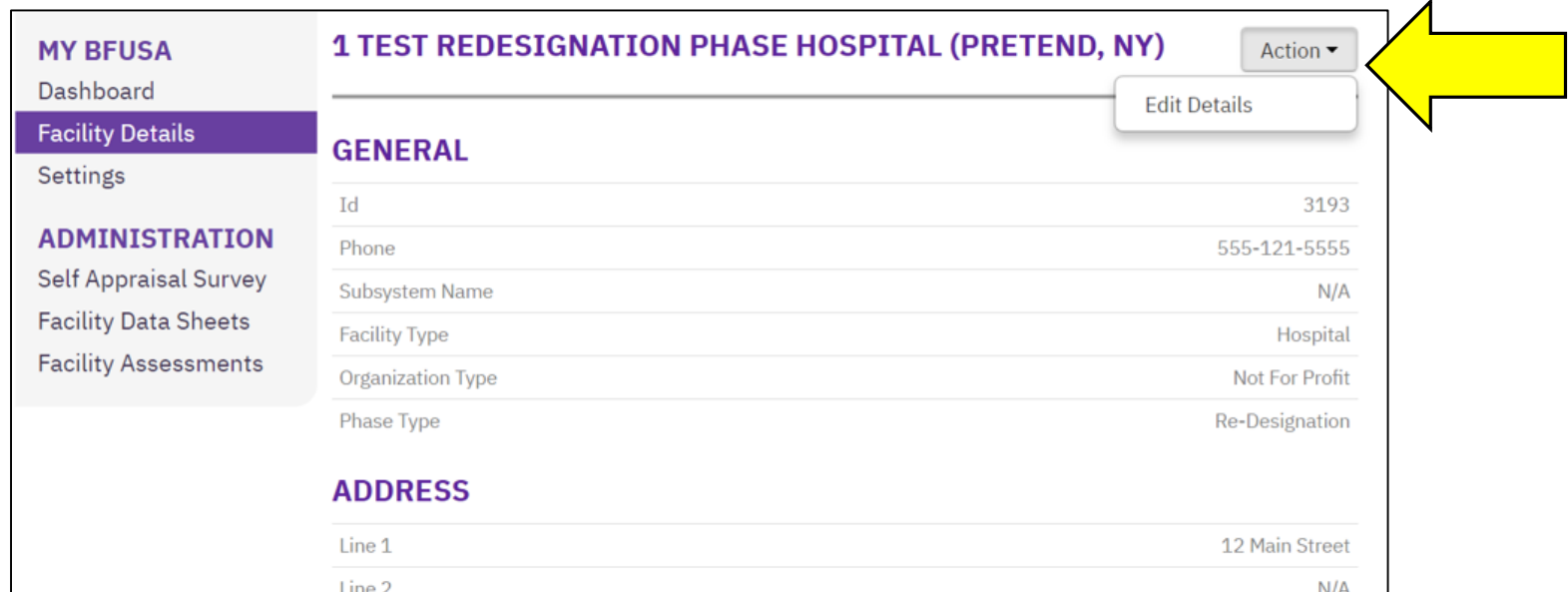
“I noticed our facility was registered with the wrong name. How can I change this?”

“What if our Director of Maternity has changed?”

Facility Details

Updating Your Contacts

Updating the Facility Details page:



The screenshot shows a web application interface for 'MY BFUSA'. The left sidebar contains a navigation menu with 'Dashboard', 'Facility Details' (highlighted), and 'Settings' under the 'MY BFUSA' section. Below this, under 'ADMINISTRATION', are 'Self Appraisal Survey', 'Facility Data Sheets', and 'Facility Assessments'. The main content area is titled '1 TEST REDESIGNATION PHASE HOSPITAL (PRETEND, NY)'. It features a table with facility details and an 'Action' dropdown menu in the top right corner. A yellow arrow points to the 'Edit Details' option in the dropdown menu.

| 1 TEST REDESIGNATION PHASE HOSPITAL (PRETEND, NY) | |
|---|----------------|
| GENERAL | |
| Id | 3193 |
| Phone | 555-121-5555 |
| Subsystem Name | N/A |
| Facility Type | Hospital |
| Organization Type | Not For Profit |
| Phase Type | Re-Designation |
| ADDRESS | |
| Line 1 | 12 Main Street |
| Line 2 | N/A |

The **Primary User** can update the Facility details page by clicking the “action” button located in the upper right hand corner of the page. Then select “Edit Details” from the drop down box.

Facility Details

What can the registered users change?

- Only the Primary User has the ability to update the Facility Details page.
- The Primary User can update the Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Nursing Officer (CNO), Director of Maternity, and Billing Contact.

The information for the Primary, Secondary, and Alternate Users can be changed as it appears on the Facility Details page.

However, this should not be done unless a User Change Form is also submitted.

What can registered users NOT change?

- Your facility's name, street address, telephone number, or Health System.

You do not have the ability to add or remove login ability for registered users via the Facility Details page. Only a User Change Form can begin this process.

Important Forms

Important Documents

User Change Form

Always located under DO #1. This form should be submitted any time a registered user must be added/removed/changed. Only BFUSA staff can make these changes so a User Change Form is required for ALL user changes, including a change in email address (change in domain or person's name).

Facility Changes Form

Always located under DO #2*. This should be submitted in the event of a facility name change, facility merger, physical address change, and/or changes in configuration of premises.

Important Forms

2. **FACILITY CHANGES:** Please [click here](#) to download the Facility Changes Form. [Click here](#) for background on types of changes that require the submission of this form. Also complete the [Affiliated Prenatal Services Questionnaire \(DISC2\)](#) to determine whether the facility's changes have impacted your status regarding prenatal services.



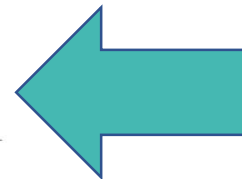
DO #2

These forms may be accessed on the Dashboard in the portal by all registered users (primary, secondary, and alternate) and may be submitted at anytime a change is needed or necessitated.

DO

1. IMPORTANT- USER CHANGE INFORMATION:

- A. A User Change Form, signed by the Nurse Manager (or higher level), must be emailed to BFUSA for any change of information pertaining to the Primary, Secondary or Alternate Users.
 - I. Typical changes include: deleting a User, adding a User or changing a User email address (which often occurs when a facility merges into a system or changes its name).
 - II. If BFUSA does not receive the signed User Change Form, new Users will not receive passwords and login information. To download a User Change Form, please [click here](#).
- B. In addition to submitting this form, the Primary User must log into the BFUSA portal and make "User" changes online in the Facility Detail. NOTE: The User Change Form applies only to changes for the three User roles.
- C. If your facility has changes to other contacts such as Billing Contact, CEO, etc. the Primary User must also make these changes in the Facility Detail. (See below for instructions on how to change a facility name.)



DO #1

Helpful Hints

Can't find what you are looking for on the Dashboard?

Control (Ctrl) + F = This will allow you to search for keywords on the page. For example, can't find the Affiliated Prenatal Services Questionnaire? Hold the Ctrl+F keys and type "Prenatal" in the field. This will highlight all locations the word "Prenatal" appears on the page, narrowing your search to specific points.

Don't know who to ask?

Have a question about the GEC? A question about completing the Work Plan? How about phase fees? Did BFUSA receive your check? What do I still have to submit?

If you have any questions and do not know who to direct it to you may email BFUSA at info@babyfriendlyusa.org. An assigned staff member will then assess the nature of your question and forward it appropriately for assistance.

Thank You!

**Thank you for the great
care you provide to
mothers and babies, and
good luck on your Baby-
Friendly journey!**