CHECK-OFF TOOL FOR SELECTING AND ANALYZING IMAGES/CONTENT/CONTEXT FOR BFHI COMPLIANT EDUCATION MATERIALS

DEFINITIONS:

<table>
<thead>
<tr>
<th>Promote</th>
<th>means to employ any method of directly or indirectly encouraging a person, the health facility, or any other entity to purchase or use a designated product whether or not there is reference to a brand name.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idealize</td>
<td>to represent as better than in reality</td>
</tr>
</tbody>
</table>

General Instructions: When evaluating an image (including the background of the image), consider the context and instruction associated with the educational material.

**IMAGE DESCRIPTION**

Description/screenshot/snippet of image:

**TYPE OF MATERIAL WHERE IMAGE IS CONTAINED:**

- [ ] Booklet
- [ ] Brochure
- [ ] Display
- [ ] Poster
- [ ] Social Media
- [ ] Software Application
- [ ] Video
- [ ] YouTube
- [ ] Webpage
- [ ] Other: ____________________

**LOCATION OF IMAGE:**

**GENERAL FACILITY:**

- [ ] Lobby
- [ ] Lab
- [ ] Ultrasound
- [ ] Emergency Room
- [ ] Prenatal Education Areas
- [ ] Facility website
- [ ] Other: ____________________

**UNIT SPECIFIC:**

- [ ] High-risk Antenatal Unit
- [ ] Labor and Delivery Unit
- [ ] Postpartum Unit
- [ ] Newborn Nursery
- [ ] Neonatal Intensive Care Unit

**AFFILIATED SERVICES:**

- [ ] Affiliated Prenatal Clinic
- [ ] Affiliated prenatal services providing education for affiliated clinics

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## INTENTIONAL AND UNINTENTIONAL MESSAGES TO ENCOURAGE A DESIRED PRACTICE/DISCOURAGE AN UNDESIRED PRACTICE

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>N/A</th>
<th>If no, describe unintended messages in the image and what corrections are necessary?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the image clearly demonstrate and/or send the specific intended message to encourage a desired practice/behavior?</td>
<td></td>
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</tr>
<tr>
<td>Does the image clearly demonstrate and/or send the specific intended message to discourage an undesired practice/behavior?</td>
<td></td>
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</tbody>
</table>

Consider if the intended message should say “NO” or “CAUTION” and if the message to discourage a behavior is clear and visible including:

- **“NO” messaging:**
  - “NO” symbol, such as a circle/slash over the image, clearly indicating the image or portion of the image that is unsafe.
  - The word “NO” included as a header/footer to the image.
  - Written messaging accompanying the image describes why the practice is not recommended.

- **“CAUTION” messaging:**
  - Caution symbol, such as a yellow triangle, clearly indicating the image or portion of the image that is unsafe.
  - Written messaging accompanying the image describes why the practice is not recommended.

## ALIGNMENT WITH THE TEN STEPS

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>N/A</th>
<th>If no, please describe the inconsistency and what corrections are necessary:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the image consistent with the Ten Steps to Successful Breastfeeding?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Examples include:</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Skin-to-Skin</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Rooming-in</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>- Breastfeeding infants with positioning/latch, mother appears comfortable</td>
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</tr>
</tbody>
</table>

## COMPLIANCE WITH INTERNATIONAL CODE OF MARKETING OF BREAST MILK SUBSTITUTES

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>N/A</th>
<th>If no, please describe the inconsistency and what corrections are necessary:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the image consistent with the Code by NOT promoting, idealizing, or advertising breast milk substitutes, bottles, artificial nipples or pacifiers?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Clarifications:

- Materials must be free from messages that promote, idealize, or advertise formula, breast milk substitutes, bottles, artificial nipples or pacifiers. Information and accompanying images must be factual/instructional.
- Promotion of pacifiers is acceptable in the context reduction of SIDS messaging. See safety section below.

<table>
<thead>
<tr>
<th>Is the image/materials consistent with the Code by NOT referring to a proprietary product or bearing a product logo of companies that produce breast-milk substitutes, feeding bottles, artificial nipples, and pacifiers, unless specific to an individual’s need?</th>
<th>☐ Yes ☐ No ☐ N/A</th>
<th>If no, please describe the inconsistency and what corrections are necessary:</th>
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Clarification: It is acceptable to provide information with product logos and instructions when the product is needed for an individual’s specific condition or need. Examples: Specialty formulas, specialty bottles.

<table>
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<th>Are instructional images/materials describing how to prepare and feed breast-milk substitutes provided only to mothers that have decided not to breastfeed, decided to “mixed-feed”, or will require supplementation with a breast-milk substitutes individualized and not given to mothers that are breastfeeding their babies?</th>
<th>☐ Yes ☐ No ☐ N/A</th>
<th>If no, please describe:</th>
</tr>
</thead>
</table>

Clarification: In this age of technology hospitals are building/utilizing patient education software apps or in-patient portals to provide virtual education. This has resulted in many questions about how to provide individualized information about safe preparation, handling, storage and feeding of breast-milk substitutes via these platforms without undermining the importance of breastfeeding. For additional guidance, see safety section below.

### SAFETY

- Does the image role model safe implementation of practices?  
  **Examples:**  
  - Are the mother/baby positions appropriate to role model safe sleep practices?  
  - Are the mother/baby positions appropriate to role model safe skin-to-skin practices?

<table>
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<tr>
<th>Do images of pacifiers include information on the reduction of SIDS?</th>
<th>☐ Yes ☐ No ☐ N/A</th>
<th>If yes, does the SIDS materials meet the additional requirements? ☐ Yes ☐ No</th>
</tr>
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</table>

Clarification: Safe sleep messaging that includes information on pacifiers may be provided to parents if it
also contains the following additional verbal and written education:

1. Pacifier use in the breastfed infant should be delayed until breastfeeding is well established, usually around 3-4 weeks of life.
2. How mothers can know that breastfeeding is well established.
3. Breastfeeding is associated with a reduced risk of SIDS, and the protective effect increases with breastfeeding exclusivity.

Are there any images/instructions on software applications, in-patient portals or other virtual learning modes that address the safe preparation, handling, storage and feeding of breast milk substitutes?

Clarification: Facilities developing patient education applications and webpages that address safe preparation, handling, storage and feeding of breast milk substitutes must meet the following requirements:

✓ focus on breastfeeding as optimal infant feeding
✓ be objective and evidence-based
✓ aim at safe infant feeding
✓ comply with the most current US BFHI Guidelines and Evaluation Criteria including the International Code of Marketing of Breastmilk Substitutes – Step 1C
✓ place information on safe preparation, handling, storage and feeding of infant formula on a separate section or page from breastfeeding under a topic such as food safety or similar heading
✓ list a separate link to information on safe preparation, handling, storage and feeding of infant formula
✓ set up the search engine to link the seeker directly to the safe preparation, storage and feeding of infant formula with search words such as formula or bottle-feeding.

CULTURAL AWARENESS, LANGUAGE AND LITERACY [RECOMMENDED]

12. Is the image in the picture inclusive of populations the photo and related materials are intended to reach?

13. Has the image been evaluated for the avoidance of stereotypes?
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
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<td>14. Is the image one that the population the photo and related materials are intended to reach can easily relate to?</td>
<td>□ N/A</td>
<td>If no, please describe and what corrections are necessary:</td>
</tr>
<tr>
<td>3. Is the reading level appropriate for the target population?</td>
<td>□ Yes □ No □ N/A</td>
<td>If no, please describe and what corrections are necessary:</td>
</tr>
<tr>
<td>4. Do the educational materials avoid the use of phrases, expressions or words that might offend or exclude certain groups of people within the target population?</td>
<td>□ Yes □ No □ N/A</td>
<td>If no, please describe and what corrections are necessary:</td>
</tr>
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