



*Upholding the highest standards of infant feeding care*

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

### DEFINITIONS:

<b>Promote</b>	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.
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<b>Idealize</b>	to represent as better than in reality
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**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:		
<input type="checkbox"/> Booklet	<input type="checkbox"/> Poster	<input type="checkbox"/> Video
<input type="checkbox"/> Brochure	<input type="checkbox"/> Social Media	<input type="checkbox"/> YouTube
<input type="checkbox"/> Display	<input type="checkbox"/> Software Application	<input type="checkbox"/> Webpage
<input type="checkbox"/> Other: _____		
LOCATION OF IMAGE:		
<b>GENERAL FACILITY:</b>	<b>UNIT SPECIFIC:</b>	<b>AFFILIATED SERVICES:</b>
<input type="checkbox"/> Lobby	<input type="checkbox"/> High-risk Antenatal Unit	<input type="checkbox"/> Affiliated Prenatal Clinic
<input type="checkbox"/> Lab	<input type="checkbox"/> Labor and Delivery Unit	<input type="checkbox"/> Affiliated prenatal services providing education for affiliated clinics
<input type="checkbox"/> Ultrasound	<input type="checkbox"/> Postpartum Unit	
<input type="checkbox"/> Emergency Room	<input type="checkbox"/> Newborn Nursery	
<input type="checkbox"/> Prenatal Education Areas	<input type="checkbox"/> Neonatal Intensive Care Unit	
<input type="checkbox"/> Facility website		
<input type="checkbox"/> Other: _____		

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

Does the image clearly demonstrate and/or send the specific intended message to encourage a desired practice/behavior?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	If no, describe the unintended messages in the image and what corrections are necessary?
Does the image clearly demonstrate and/or send the specific intended message to discourage an undesired practice/behavior? Consider if the intended message should say “NO” or “CAUTION” and if the message to discourage a behavior is clear and visible including: <u>“NO” messaging:</u> <input type="checkbox"/> “NO” symbol, such as a circle/slash over the image, clearly indicating the image or portion of the image that is unsafe. <input type="checkbox"/> The word “NO” included as a header/footer to the image. <input type="checkbox"/> Written messaging accompanying the image describes why the practice is not recommended. <u>“CAUTION” messaging:</u> <input type="checkbox"/> Caution symbol, such as a yellow triangle, clearly indicating the image or portion of the image that is unsafe. <input type="checkbox"/> Written messaging accompanying the image describes why the practice is not recommended.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	If no, describe the unintended messages in the image and what corrections are necessary?

## ALIGNMENT WITH THE TEN STEPS

Is the image consistent with the Ten Steps to Successful Breastfeeding? Examples include: <ul style="list-style-type: none"> <li>Skin-to-Skin</li> <li>Rooming-in</li> <li>Breastfeeding infants with positioning/latch, mother appears comfortable</li> </ul>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	If no, please describe the inconsistency and what corrections are necessary:
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## COMPLIANCE WITH INTERNATIONAL CODE OF MARKETING OF BREAST MILK SUBSTITUTES

Is the image consistent with the Code by <b>NOT</b> promoting, idealizing, or advertising breast milk substitutes, bottles, artificial nipples or pacifiers?  <u>Clarifications:</u> <ul style="list-style-type: none"> <li>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.</li> </ul>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	If no, please describe the inconsistency and what corrections are necessary:
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<ul style="list-style-type: none"> <li>Promotion of pacifiers is acceptable in the context reduction of SIDS messaging. <u>See safety section below.</u></li> </ul>		
<p>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?</p> <p><u>Clarification:</u> 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.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	<p>If no, please describe the inconsistency and what corrections are necessary:</p>
<p>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?</p> <p><u>Clarification:</u> 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, <u>see safety section below.</u></p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	<p>If no, please describe:</p>
<b>SAFETY</b>		
<p>Does the image role model safe implementation of practices?</p> <p><u>Examples:</u></p> <ul style="list-style-type: none"> <li>Are the mother/baby positions appropriate to role model safe sleep practices?</li> <li>Are the mother/baby positions appropriate to role model safe skin-to-skin practices?</li> </ul>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	<p>If no, please describe the unsafe practice and what corrections are necessary:</p>
<p>Do images of pacifiers include information on the reduction of SIDS?</p> <p><u>Clarification:</u> Safe sleep messaging that includes information on pacifiers may be provided to parents if it</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	<p>If yes, does the SIDS materials meet the additional requirements?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No

<p>also contains the following additional verbal and written education:</p> <ol style="list-style-type: none"> <li>1. Pacifier use in the breastfed infant should be delayed until breastfeeding is well established, usually around 3-4 weeks of life.</li> <li>2. How mothers can know that breastfeeding is well established.</li> <li>3. Breastfeeding is associated with a reduced risk of SIDS, and the protective effect increases with breastfeeding exclusivity.</li> </ol>		<p>If no, please describe the unmet requirements and what corrections are necessary:</p>
<p>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?</p> <p><u>Clarification:</u> Facilities developing patient education applications and webpages that address safe preparation, handling, storage and feeding of breast milk substitutes must meet the following requirements:</p> <ul style="list-style-type: none"> <li>✓ focus on breastfeeding as optimal infant feeding</li> <li>✓ be objective and evidence-based</li> <li>✓ aim at safe infant feeding</li> <li>✓ comply with the most current <a href="#">US BFHI Guidelines and Evaluation Criteria</a> including the <a href="#">International Code of Marketing of Breastmilk Substitutes</a> – Step 1C</li> <li>✓ 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</li> <li>✓ list a separate link to information on safe preparation, handling, storage and feeding of infant formula</li> <li>✓ 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.</li> </ul>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	<p>If yes, does your virtual software meet the additional requirements?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>CULTURAL AWARENESS, LANGUAGE AND LITERACY [RECOMMENDED]</b>		
<p>12. Is the image in the picture inclusive of populations the photo and related materials are intended to reach?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	<p>If no, please describe and what corrections are necessary:</p>
<p>13. Has the image been evaluated for the avoidance of stereotypes?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>If no, please describe and what corrections are necessary:</p>

	<input type="checkbox"/> N/A	
14. Is the image one that the population the photo and related materials are intended to reach can easily relate to?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	If no, please describe and what corrections are necessary:
3. Is the reading level appropriate for the target population?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	If no, please describe and what corrections are necessary:
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?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	If no, please describe and what corrections are necessary: