**CEO Support and Primary User Letter of Intent**  
(Please submit letter **on facility letterhead** via fax to 508-484-1716 or email to [info@babyfriendlyusa.org](mailto:info@babyfriendlyusa.org))

Date (Use Date Letter Sent to Baby-Friendly)

Baby-Friendly USA, Inc.

4 Executive Park Drive, 2nd floor

Albany, NY 12203

Dear Baby-Friendly USA,

XYZ Hospital/Birth Center is hereby submitting a formal **Letter of Intent** to undertake the steps required to become designated as a Baby-Friendly® facility in accordance with the [***Baby-Friendly Hospital Initiative Guidelines and Criteria (6th edition) For Facilities Seeking Baby-Friendly Designation (GEC***](https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/)***).*** We support the American Academy of Pediatrics’ recommendation for exclusive breastfeeding for approximately the first six months, and that breastfeeding, along with appropriate complimentary foods continue through the child’s first birthday and beyond for as long as mutually desired. This institution would like to foster an environment that supports the [***Ten Steps to Successful Breastfeeding (Ten Steps)***](https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/10-steps-and-international-code/) as outlined by Baby-Friendly USA (BFUSA). To that end, we are applying to move from the [**Discovery Phase** of the 4-D Pathway into the **Development Phase**](https://www.babyfriendlyusa.org/get-started/fee-schedule).

We are aware of, and support, the Mother-Baby unit’s goal to institute the *Ten Steps* and to become a designated Baby-Friendly Hospital. We will realize that there will be challenges along the way and are willing to support the maternity staff in this important endeavor.

In addition, we understand that a very important component of the Baby-Friendly Hospital Initiative is implementation of [***Step 1A-* *International Code of Marketing of Breastmilk Substitutes (the Code)***](https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/10-steps-and-international-code/)*.* We support the tenets of the Code and will implement them within this facility.

Lastly, the signatures below indicate that, we:

1. Understand that participation in the 4-D Pathway does not guarantee that we will receive the Baby-Friendly Designation. We are responsible for implementing the changes and quality improvement activities necessary to ensure that we have successfully implemented all of the BFUSA Guidelines and Evaluation Criteria into our daily practice. We will organize and support a multidisciplinary committee to participate in the 4-D
2. Have reviewed, understand, and are prepared to sign the Baby-Friendly Service Agreement, in the form attached as Appendix A.
3. Have reviewed, understand, and agree with the BFUSA timeframe and the non-refundable fee schedule in place at the time we move into Development. *(Fee schedule is found* [*on the Baby-Friendly website*](https://www.babyfriendlyusa.org/get-started/fee-schedule)*, see* [***Finances and Fees***](https://www.babyfriendlyusa.org/for-facilities/finances-and-fees/)*, 4-D Pathway Fee Schedule Page.)*

We look forward to working with you on this effort.

Sincerely,

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Facility’s CEO Signature Facility’s Primary User Signature

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Print Facility’s CEO Name Print Facility’s Primary User Name

*Revised 12/18/2023*