 Breastfeeding Friendly Washington Birth Centers

Overview of the program

Breastfeeding Friendly Washington is a voluntary program recognizing the important role that free standing birth centers play in supporting breastfeeding. The Washington State Department of Health acknowledges this effort, and honors the time and dedication it takes to maintain breastfeeding friendly practices. We want to celebrate free standing birth centers who continue improving their maternity practices. Your efforts in supporting breastfeeding make a difference in the health of moms and babies in our state.

The American Academy of Pediatrics recommends infants be exclusively breastfed for at least six months. In Washington, over 90% of parents start out breastfeeding their babies. However, by six months of age only 20% of babies are exclusively breastfeeding. We want our next generation to be the healthiest ever. Your support of breastfeeding can help all of us reach the goal to support healthy babies and families.

**What does it mean to be Breastfeeding Friendly?**

[Breastfeeding Friendly Washington](http://www.doh.wa.gov/ForPublicHealthandHealthcareProviders/BreastfeedingFriendlyWashington) is based on the Ten Steps to Successful Breastfeeding from the World Health Organization. We’ve adapted these steps for Washington State birth centers.

There are three recognition levels for Breastfeeding Friendly Washington – Bronze, Silver and Gold. To achieve each level, a birth center must submit documentation showing they are following the steps associated with that level. The levels build on each other. For example, a birth center applying for Silver recognition must also submit the application and documentation for the Bronze level. However, if a birth center is already recognized at the Bronze level, there is no need to resubmit documentation when applying for Silver.

***Ten Steps for Breastfeeding Friendly Washington Birth Centers***

Step 1: Have a written breastfeeding policy that is routinely communicated to all health care staff.

Step 2: Train all healthcare staff in the skills necessary to implement this policy.

Step 3: Inform all pregnant parents about the benefits and management of breastfeeding.

Step 4: Place infants skin-to-skin with their mothers for 60 minutes immediately after birth and help mothers recognize and respond to feeding cues.

Step 5: Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.

Step 6: Give infants no food or drink other than breastmilk unless medically indicated.

Step 7: Practice rooming-in to allow mothers and infants to remain together 24 hours a day.

Step 8: Encourage breastfeeding on demand. Teach mothers cue-based feeding regardless of feeding method.

Step 9: Give no artificial nipples or pacifiers to breastfeeding infants.

Step 10: Establish a system for referring mothers to out-patient and community support.

**How can my birth center be recognized as Breastfeeding Friendly?**

* Complete the contact information on page three of this packet.
* Choose your desired recognition level.
  + Bronze: page 6-8
  + Silver and Gold: page 9-13
* Gather the required documentation: policies and protocols, in-service, and orientation records, and Electronic Medical Records.
  + Please provide a copy of your updated breastfeeding policy that includes all of the steps that you are implementing.

Submit all information to: [*Breastfeeding.Friendly@doh.wa.gov*](mailto:Breastfeeding.Friendly@doh.wa.gov) or the Washington State Department of Health, c/o Breastfeeding Friendly Washington Hospitals, PO Box 47830, Olympia, WA 98504-7886

**What happens after we apply for recognition?**

**Within one week:** We’ll email you to let you know we’ve received your application. At that time, we’ll request any additional information if needed.

**Within one month:** We’ll review your application and let you know your results. If your application materials are incomplete or don’t meet the standards, we’ll offer you technical assistance to achieve the required steps.

**Within two months:** If your application is successful, we will send you a recognition and promotion package that includes a certificate suitable for framing, a sample press release and window decals signifying your Breastfeeding Friendly Washington recognition level. Gold-level recognition recipients will also receive a unique plaque celebrating their significant accomplishment.

We’ll post the name of your birth center, the recognition level, and date you achieved that recognition level [on our website](http://www.doh.wa.gov/ForPublicHealthandHealthcareProviders/BreastfeedingFriendlyWashington/FindaFacility), and Tweet about it using #HealthiestNextGen.



**What is the difference between *Breastfeeding Friendly Washington Birth Center* sand the Baby-Friendly® Hospital Initiative?**

[*Breastfeeding Friendly Washington Birth* *Centers*](http://www.doh.wa.gov/ForPublicHealthandHealthcareProviders/BreastfeedingFriendlyWashington/BirthCenters) is a voluntary recognition program managed by the Washington State Department of Health.

The Baby-Friendly**®** Hospital Initiative is an international designation program developed by the World Health Organization and the United Nations Children’s Fund and implemented by Baby-Friendly**®** USA. Free standing birth centers and hospitals can be designated as Baby-Friendly®. Find more information at [*www.babyfriendlyusa.org*](http://www.babyfriendlyusa.org)*.*

Free standing birth centers recognized through *Breastfeeding Friendly Washington* may build upon work done to apply for a Baby-Friendly**®** designation. However, the steps and required documentation differ for these two programs.

Washington birth centers currently designated as Baby-Friendly**®** can automatically earn the *Breastfeeding Friendly Washington Birth Center* Gold Recognition. If your center is designated as Baby-Friendly**®** and you want gold recognition from the Department of Health, email a copy of your award to [*Breastfeeding.Friendly@doh.wa.gov*](mailto:Breastfeeding.Friendly@doh.wa.gov) and we’ll send you the recognition promotion package and deliver the plaque to you in person!

**Contact Information**

## Please tell us who’s coordinating your efforts.

Name: Click here to enter text.

Title: Click here to enter text.

Facility Address: Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

Webpage *(with information and resources from your birth center, we’ll link your birth center’s name and webpage on our Breastfeeding Friendly Washington webpage)*: Click here to enter text.

Social Media pages (*We will link to your birth center’s social media sites from the Department of Health social media pages*): Click here to enter text.

**About The Birth Center**

Total number of births between Jan 01 and December 31st of the last calendar year : Click here to enter text.

Licensed Midwifes and Certified Nurse Midwifes that are:

Owners of the facility: Click here to enter text.

Residents at the facility: Click here to enter text.

Midwives employed by the facility: Click here to enter text.

Independent practitioners with privileges with at the facility: Click here to enter text.

Do you privilege community midwives to birth at your center?  Yes  No   
 If yes, how many in the last calendar year? Click here to enter text.

**Authorization of Information**

**The information provided in this application is to my knowledge accurate and true.**

Signature of person completing the application

(written or electronic. Format for electronic signatures is */s/:Name*): Click here to enter text.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Printed name: Click here to enter text.

**Application and Documentation**

The Washington State Department of Health would like to recognize your efforts to support breastfeeding by inviting you to become a Breastfeeding Friendly Washington Free Standing Birthing Center.

[Breastfeeding Friendly Washington–Free Standing Birthing Centers](http://www.doh.wa.gov/ForPublicHealthandHealthcareProviders/BreastfeedingFriendlyWashington/BirthCenters) is based on the Ten Steps to Successful Breastfeeding developed by the World Health Organization.

\* If your birthing center is currently designated as [Baby-Friendly USA](https://www.babyfriendlyusa.org/), you only need to email a copy of your award or certificate to [Breastfeeding.Friendly@doh.wa.gov](mailto:Breastfeeding.Friendly@doh.wa.gov) to be recognized as a Breastfeeding Friendly Gold birthing center!

Note: All data should be within the last 12 months. Please clearly label all related documentation.

**Submit all information to:**

[Breastfeeding.Friendly@doh.wa.gov](mailto:Breastfeeding.Friendly@doh.wa.gov)

or

Washington State Department of Health

c/o Breastfeeding Friendly Washington Birthing Facilities

P.O. Box 47830

Olympia WA 98504-7886

*Electronic submission is preferred.*

For questions contact: [Breastfeeding.Friendly@doh.wa.gov](mailto:Breastfeeding.Friendly@doh.wa.gov)

*Application for Recognition*

Congratulations and thank you for your efforts to support breastfeeding in your birth center.

*Breastfeeding Friendly Washington Birth Centers* is based on the Ten Steps to Successful Breastfeeding developed by the World Health Organization.

To be recognized at the Bronze Level, your birth center must be implementing the following four steps of the Breastfeeding Friendly Washington 10 Steps for Birth Centers:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.

4. Place babies skin-to-skin with their mothers for 60 minutes immediately after birth.

7. Practice rooming-in to allow mothers and infants to remain together 24 hours a day.

10. Establish a system for referring mothers to out-patient and community support.

**To be recognized at the Silver Level, your birth center must do the following:**

* Already be recognized at the Bronze Level (or have completed the Bronze Level in this application).
* Implement step 2 of theBreastfeeding Friendly Washington 10 Steps for Birth Centers:Train all healthcare staff in the skills necessary to implement this policy.
* Implement two additional steps of your choice:

Step 3: Inform all pregnant women about the benefits and management of breastfeeding.

Step 5: Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.

Step 6: Give infants no food or drink other than breastmilk unless medically indicated.

Step 8: Encourage breastfeeding on demand. Teach mothers cue-based feeding regardless of feeding method.

Step 9: Give no artificial nipples or pacifiers to breastfeeding infants.

**To be recognized at the Gold level, your birth center must do the following:**

* Already be recognized at the Silver Level (or have completed the Bronze Level in this application).
* Implement all Ten Steps for *Breastfeeding Friendly Washington 10 Steps for Birth centers*.

**\*Please ensure your breastfeeding policy includes all of the steps you are implementing**

# Breastfeeding Friendly Washington Resources

We recommend that you use these helpful resources while filling out your application and implementing the [Ten Steps](http://www.doh.wa.gov/ForPublicHealthandHealthcareProviders/BreastfeedingFriendlyWashington/BirthCenters#tensteps).

* [Academy of Breastfeeding Medicine policy elements (PDF)](http://www.bfmed.org/Media/Files/Protocols/English%20Protocol%207%20Model%20Hospital%20Policy.pdf)
* [Breastfeeding Model Policy Recommendations–California Department of Public Health](http://www.cdph.ca.gov/HealthInfo/healthyliving/childfamily/Pages/MainPageofBreastfeedingToolkit.aspx)
* [mPinc data](http://www.cdc.gov/breastfeeding/data/mpinc/index.htm)
* [Centers for Disease Control (CDC) breastfeeding information](http://www.cdc.gov/breastfeeding/)

## Help for Breastfeeding Patients

Call the National Breastfeeding Helpline at 1-800-994-9662. Help is available Monday through Friday, 9am to 6pm Eastern Standard Time, in English and Spanish.

* [WIC programs in Washington State](http://www.doh.wa.gov/YouandYourFamily/WIC)
* [Washington breastfeeding laws](http://www.withinreachwa.org/what-we-do/healthy-communities/breastfeeding/about-breastfeeding/breastfeeding-laws/)
* [La Leche League Groups of Washington](http://www.lllofwa.org/)
* [Find an International Board Certified Lactation Consultant](http://www.ilca.org/why-ibclc/falc)

*Application for Recognition Level: Bronze*

**STEPS 1,4,7,10 REQUIRED FOR BRONZE**

Check the boxes to indicate you have submitted the required documentation with your application form, and include the corresponding title of the documentation. Fill in text or numbers where requested.

**Step 1. Have a written breastfeeding policy that is routinely communicated to all health care staff.**

* 1. To receive credit, submit your birth center’s written breastfeeding policy that addresses all four steps in the Bronze Recognition Level.

Click here to enter title of attached documentation.

* 1. Your facility must have a plan to update the breastfeeding policy at least every five years. Describe how you keep your breastfeeding policy updated. (For example: included in the policy is a header for ‘last updated’ and ‘date for review’; new employees sign a form stating to review the policy, and/or your facility has a calendar alert to inform you when to review your policies.) Click here to enter text.

**Step 4. Place infants skin-to-skin with their mothers for 60 minutes immediately after birth.**

4.1 Within the last 12 months, did at least 3/4ths [75%] of post-partum parents have their babies placed skin-to-skin uninterrupted until the completion of the first feeding, or for at least 60 minutes?

Yes  No

☐ Provide a chart audit documenting that at least 3/4ths [75%] of birthing parents held their babies skin-to-skin for at least 60 minutes. (*Please contact us if you need a chart audit example*)

Click here to enter title of attached documentation.

*OR, if unable to obtain chart audit*

Please explain how your birth center implements the skin-to-skin policy.

Click here to enter text.

*Don’t include babies or mothers requiring transfer to higher level of care in the data for Step 4.1.*

**Step 7. Practice rooming-in to allow mothers and infants to remain together 24 hours a day.**

7.1 Within the last 12 months, have at least 4/5th [80%] of post-partum parents and babies stay in the same room immediately after birth until discharge, unless there is a medical reason to separate them?

Yes  No

Please explain how your birth center implements rooming-in.

Click here to enter text.

**Step 10. Establish a system for referring mothers to out-patient and community support.**

10.1 Do you offer breastfeeding support 2-4 days post-partum and again the second week post-partum?  Yes  No

10.2 Describe how your facility ensures your clients continue to receive lactation support after they have been discharged from their care. Click here to enter text.

10.3 Do you provide current written information for breastfeeding parents on community resources to support continued breastfeeding? This should include a variety of resources with contact information, such as: [La Leche League](http://www.lllofwa.org/), [WIC](http://parenthelp123.org/resources/wic-family-planning), [support groups](http://www.withinreachwa.org/what-we-do/healthy-communities/breastfeeding/breastfeeding-coalition-of-wa/coaliton-list/), and [local lactation consultants](http://www.ilca.org/why-ibclc/falc). *Local WIC Agencies are required to keep an updated list of community breastfeeding resources, and will provide it upon request.*

Yes  No

To receive credit for this step, submit a copy or link to the written information your facility provides to breastfeeding parents at discharge. Click here to enter title of attached documentation.

*Application for Recognition Level: Silver and Gold*

Check the boxes to indicate you have submitted the required documentation with your application form. Fill in text or numbers where requested.

**STEP 2 REQUIRED FOR SILVER**

**Step 2. Train all healthcare staff in the skills necessary to implement this policy.**

2.1 Do all midwives with birthing privileges have a minimum of 3 hours of breastfeeding training and a minimum of five hours of supervised clinical experience? *This is a minimum requirement for a licensed midwife. [Midwifery Education Accreditation Council]*

Yes  No

2.2 Are all midwives with birthing privileges at this facility licensed in the state of Washington?

Yes  No

Please include the names and license numbers of all midwives with birthing privileges at your birth center.

Click here to enter text.

**\*PICK TWO ADDITIONAL STEPS FOR SILVER\***

**\*COMPLETE ALL STEPS FOR GOLD\***

**Step 3. Inform all pregnant women about the benefits and management of breastfeeding.**

3.1 Does your birth center offer education to clients during their prenatal care that covers the following?

* [Importance of exclusive breastfeeding](http://www.womancareolympia.com/media/8ec07822bf2141f4ffff88a1ffffe417.pdf)
* [Non-pharmacologic pain relief methods for labor](http://www.childbirthconnection.org/pdf.asp?PDFDownload=comfort-in-labor-simkin)
* [The importance of skin-to-skin contact and early initiation of breastfeeding](http://massbreastfeeding.org/wp-content/uploads/2013/06/SkinToSkin_English_6-29-11.pdf)
* [Maintaining lactation if separated from baby](http://www.llli.org/docs/0_babupdate/06babupdatemilkexpression.pdf)
* [Frequent feeding](http://www.lactationtraining.com/images/PDFs/handouts/Survival%20Guide%20for%20First%20Two%20Weeks.pdf) and [feeding on demand](http://www.lactationtraining.com/images/PDFs/handouts/Hunger_Cues.pdf) (baby-led feeding)
* Effective [latch](http://www.lactationtraining.com/images/PDFs/handouts/Importance_of_Latch-on.pdf) and [position](http://www.lactationtraining.com/images/PDFs/handouts/Positioning_Latch-on_Baby-led.pdf)
* [The risks associated with the early introduction of formula](http://here.doh.wa.gov/materials/formula-compare-breastmilk/16_BFvsFormula_E14L.pdf)
* [Infant feeding cues](http://here.doh.wa.gov/materials/feeding-your-baby-birth-to-six-months/15_CP6to12M_E16L.pdf)

Yes  No

Please provide samples or links for pregnant client education materials, curriculums, tour information, etc. Click here to enter title(s) of attached documentation.

3.2 All classes, tours, and written materials contain no advertising for formula or gifts from formula companies.

Yes  No

**Step 5. Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.**

5.1 Are 100 percent of breastfeeding parents offered additional help with breastfeeding between three and six hours postpartum or provided on-call help?

Yes  No

5.2 Prior to discharge, are breastfeeding parents taught and then asked to demonstrate basic breastfeeding management and practices, including correct position and latch, and hand expression?

Yes  No

5.3 Are breastfeeding parents taught the importance of maintaining breastfeeding by frequently expressing milk when they are separated from their babies?

Yes  No

For 5.1 - 5.3, attach any supporting documentation or describe how these are addressed in your birth center. (E.g. post-partum and newborn instruction handouts, conversation examples etc.) Click here to enter title(s) of attached documentation.

5.4 Does your birth center offer education to breastfeeding parents postpartum that covers the following?

* [Importance of exclusive breastfeeding](http://www.womancareolympia.com/media/8ec07822bf2141f4ffff88a1ffffe417.pdf)
* [The importance of skin-to-skin contact and early initiation of breastfeeding](http://massbreastfeeding.org/wp-content/uploads/2013/06/SkinToSkin_English_6-29-11.pdf)
* [Maintaining lactation if separated from baby](http://www.llli.org/docs/0_babupdate/06babupdatemilkexpression.pdf)
* [Frequent feeding](http://www.lactationtraining.com/images/PDFs/handouts/Survival%20Guide%20for%20First%20Two%20Weeks.pdf) and [feeding on demand](http://www.lactationtraining.com/images/PDFs/handouts/Hunger_Cues.pdf) (baby-led feeding)
* Effective [latch](http://www.lactationtraining.com/images/PDFs/handouts/Importance_of_Latch-on.pdf) and [position](http://www.lactationtraining.com/images/PDFs/handouts/Positioning_Latch-on_Baby-led.pdf)
* [The risks associated with the early introduction of formula](http://here.doh.wa.gov/materials/formula-compare-breastmilk/16_BFvsFormula_E14L.pdf)
* [Infant feeding cues](http://here.doh.wa.gov/materials/feeding-your-baby-birth-to-six-months/15_CP6to12M_E16L.pdf)

Yes  No

Provide samples or links for postpartum client education materials, curriculums, etc. If these are the same as in 3.1, please type in “same as 3.1.” Click here to enter title(s) of attached documentation.

**Step 6. Give infants no food or drink other than breastmilk unless medically indicated.**

6.1 What percent of breastfeeding babies are exclusively breastfed at discharge from midwifery care, in the last 12 months? *There is no minimum percent required for this step.*

Click here to enter text.

6.2 Do staff have conversations with breastfeeding parents who request formula about how giving babies formula decreases milk supply?

Yes  No

6.3 If a baby receives supplementation, is the reason documented?

Yes  No

**Step 8. Encourage breastfeeding on demand. Teach mothers cue-based feeding regardless of feeding method.**

8.1 Are all breastfeeding parents encouraged to breastfeed their babies when baby shows early feeding cues and encouraged to breastfeed as long as their babies want?

Yes  No

8.2 Are all breastfeeding and non-breastfeeding parents taught the following:

* No restrictions should be placed on frequency or length of feedings
* Newborns usually feed a minimum of 8 times in 24 hours
* How to recognize and respond to infant feeding cues that infants use to signal readiness to begin and end feeds
* Physical contact and nourishment are both important

Yes  No

Attach any supporting documentation or describe how these are addressed in your birth center. (E.g. post-partum and newborn instruction handouts, conversation examples etc.) Click here to enter title(s) of attached documentation.

**Step 9. Give no artificial nipples or pacifiers to breastfeeding infants.**

9.1 Are pacifiers routinely given to healthy breastfeeding newborns?

Yes  No

9.2 Are parents informed that the early use of artificial nipples and pacifiers may interfere with optimal breastfeeding?

Yes  No

Attach patient education materials or supporting documentation including conversation example. Click here to enter title(s) of attached documentation.

**The information provided in this application is to my knowledge accurate and true.**

Signature of person completing the application

(written or electronic. Format for electronic signatures is */s/:Name*): Click here to enter text.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Printed name: Click here to enter text.

**Congratulations!**

You have completed your Breastfeeding Friendly Washington application!

**Please submit all information to:**

[Breastfeeding.Friendly@doh.wa.gov](mailto:Breastfeeding.Friendly@doh.wa.gov)

or

Washington State Department of Health

c/o Breastfeeding Friendly Washington Birthing Facilities

P.O. Box 47830

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