

The NC Maternity Center Breastfeeding-Friendly Designation Program

North Carolina Division of Public Health: Nutrition Services Branch

How can states help birthing facilities adopt breastfeeding-friendly practices?

The NC Maternity Center Breastfeeding-Friendly (NC MCBF) Designation Program is a recognition system based on the Baby-Friendly Hospital Initiative's 10 Steps to Successful Breastfeeding. It provides support and public recognition to hospitals and maternity centers for the adoption of breastfeeding-friendly practices.



This program differs from the Baby-Friendly Hospital Initiative in a few significant ways:

- it does not require either site visits or fees,
- it allows facilities to achieve the BFHI steps incrementally, rather than all at once.

Reach and Impact:

- As of March 2014, **30** of the **88** maternity center facilities in NC received some level of star recognition.
- **10 facilities** have reapplied for and received a higher star level from their initial designation.
- In 2012, approximately **50.8% of babies** born in NC were born in a facility participating in the program
- The program is voluntary and is endorsed by the North Carolina Hospital Association and the North Carolina Pediatric Society.

How it Works:

- The intervention involves an **in-depth application** process that could be replicated readily in other states.
- A state-level coordinator follows up each application with at least **1 technical assistance call** to provide feedback to hospitals and maternity centers.
- A facility is **awarded 1 star for every 2 steps** of the 10 Steps to Successful Breastfeeding that it achieves, for a total of 5 possible stars.
- Facilities that receive a designation are given a packet with a certificate of designation, logos to use in **promotion**, and a sample press release.
- After a facility receives its initial designation, it can reapply to **request the awarding of more stars**. Facilities have to re-apply every 3 years to maintain their designation in the program.
- One of the program's strengths is the limited amount of staff time required for implementation. The North Carolina State Breastfeeding Coordinator spends **5% FTE to administer the program**.

More information about the **NC MCBF Designation Program** can be found at www.centertrt.org, including:

- How to implement
- Resources required
- Potential public health impact

NC MCBF Designation Program website:

www.nutritionnc.com/breastfeeding/breastfeeding-friendly.htm



The Center of Excellence for Training and Research Translation (Center TRT) is devoted to bridging the gap between research and public health practice with an emphasis on nutrition, physical activity, and the prevention and control of cardiovascular disease and obesity.

To advance the skills of public health practitioners, the Center TRT provides in-person and web-based trainings. To promote evidence-informed practice, the Center TRT identifies, translates and disseminates interventions, including the one featured above. To download the translated intervention and accompanying materials, visit the Center TRT website at www.center-trt.org

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