

The 4-D Pathway to Baby-Friendly™ Designation

Baby-Friendly Designation

Dissemination

Collect Data

*Bridge to Designation Phase
Dissemination
Certificate of Completion*

Implement QI Plan

Readiness Interview

On-Site Assessment

Train Staff

*Bridge to Dissemination Phase-
Development-
Certificate of Completion*

Data Collection Plan

Prenatal/Postpartum Teaching Plans

Staff Training Curriculum

Hospital Breastfeeding Policy

Development

Start

Discovery

Register with Baby-Friendly USA

Obtain CEO Support Letter

Complete Self Appraisal Tool

*Bridge to Development Phase-
Registry of Intent
Award*

BF Committee Or Task Force

BFHI Work Plan