



Mother-Baby Friendly Award for outpatient healthcare clinics

Application Instructions and Criteria for Successful Designation

What is it? North Carolina Breastfeeding Coalition (NCBC) is proud to present the *Mother- Baby Friendly Award for outpatient healthcare clinics*. Awardees will represent the best our state has to offer to support the breastfeeding family. Members of our communities can look to NCBC's list of awardees to know to whom they can turn for evidence-based, high-quality breastfeeding support. We hope you will be proud to count yourself among these esteemed providers.

Who can apply? The *Mother-Baby Friendly Award for outpatient healthcare clinics* is open to any outpatient medical clinic serving pregnant and post-partum women, infants and/or children in North Carolina. Applicants may include Health Departments, Family Medicine, Pediatric, Obstetric, Midwifery, or other types of medical clinics serving these populations.

Where does the criteria come from? Criteria for the award are very closely based on the “Baby-Friendly USA Guidelines and Evaluation Criteria,” and the Academy of Breastfeeding Medicine’s “Clinical Protocol #14: Breastfeeding-Friendly Physician’s Office: Optimizing Care for Infants and Children.” (Both are available online.) As such, the act of reviewing criteria is, in and of itself, an opportunity to identify evidence-based best practices for the care of pregnant and/or post-partum women and children.

What are the costs and benefits to applicants? Participation is voluntary, and free of charge. There are currently no site visits required. Participants benefit from public recognition of mother-baby friendly care, free marketing to the public about your successes, increasing patient satisfaction, and improving support for breastfeeding initiation, duration and exclusivity.

How do I apply? The *Mother-Baby Friendly Award for outpatient healthcare clinics* application is to be submitted using an online tool [Google Form]. Please ensure you have a working Gmail address to fill out the application. Contact ncbc.clinicaward@gmail.com if you need assistance. We recommend that you work through your responses using the attached instructions. This will help you gather the information you need, learn about the criteria, and give you time to make improvements before submitting your application online so that you can be successful. Applicants are required to answer all questions in the application. Once you are ready to submit your application, please do so online [here](#).

When do I apply? Applications are reviewed and designations announced twice annually. Applications are due by February 1 or July 1. Announcements of successful designees will be made at the beginning of March and August. Applicants who do not receive the designation will receive a follow-up email / phone call to discuss needed improvements for future success.

The requirements for each component are written in red beneath the responses in this sample application.

1. Name of clinic:
2. Full mailing address of clinic:
3. Name and position of key contact (this is the main person with whom NCBC will correspond about this award):
4. Office phone number of key contact:
5. Email address of key contact:

6. Please upload your breastfeeding policy.

A written policy is required. Your policy needs to include sections for patient, provider and staff education, advice/telephone triage with response time, and dispensing formula.

**The policy must include a system for responding to patient concerns about infant feeding within 4 hours.*

**The Policy must include a system for annual training, and new staff/providers completing required training within 3 months of hire.*

7. Names and credentials of providers and staff:

Provider definition: include all physicians (MDs, DO's), Nurse Practitioners, Midwives, Physician Assistants, and Registered Nurses who are serving pregnant / post-partum women, newborns, infants and children by providing clinical supervision, triage, education, assistance, and/or counseling.

Staff definition: Secretarial/Support personal; CMA's, LPN's, and RN's who are NOT providing clinical supervision to clinic staff, performing triage, providing breastfeeding assistance, counseling, or education in the office but will be interacting with families while receiving care in the facility.

8. Provider Education

How many providers in your office have completed ≥ 3 hours of education on breastfeeding, beyond professional school within the past 3 years? How many staff have completed ≥ 1 hour of breastfeeding education within the past 3 years? **Requirement for designation: $\geq 80\%$ of providers and staff must have completed the educational hours.**

- a) # of providers completed ≥ 3 hours of training _____
- b) Total # of providers in office _____

9. Staff Education

- a) # of staff completed ≥ 1 hour of training _____
- b) Total # of staff in office _____

10. Tracking Education

- a) Please upload supporting documentation of education completed by providers and staff.
 - What resource did your providers and staff use to meet the education requirement? (list the name of modules or training used to meet the hour requirement(s)). This can include an education log, CE credits, etc.
 - What are the names of the providers and staff that have met the requirements?

- b) What process/system will you use to keep up with the annual requirements for education as well as

the required new employee education?

- How will you track/what system will you use to track this annual requirement?

Note: If awarded, providers will be required to maintain 3 hours of annual breastfeeding education. Staff are required to maintain 1 hour of annual breastfeeding education. The education requirement must be included in the clinics lactation policy: for providers (3 hours annually) and staff (1 hour annually), education should be included in orientation and completed within 3 months of hire for all employees. There are *free* web-based trainings that provide breastfeeding education to providers in your office, some of which offer CME credits. Here are a few links you can explore:

- <https://www.albany.edu/cphce/bfgr.shtml>
- <http://www.hriainstitute.org/breastfeedingcme/> (Provides free CME credits)
- Bella Breastfeeding Provider Training. www.openpediatrics.org (Register/Create account first, then course library page will appear. Search for Bella or Breastfeeding to locate the modules. CMEs for a fee)
- <http://breastfeedinguniversity.com/> (Six free 0.5 hour segments. CMEs available for small fee upon request)
- http://phpa.dhmh.maryland.gov/mch/Pages/Hospital_Breastfeeding_Resources.aspx (Six, free 1-hour pre-taped webinars on breastfeeding topics)

11. How does your office offer patients the services of lactation professionals? Please select all that apply. **Requirement: Services of a lactation specialist must be made available (A, B, or C).**

- OPTION A: We have a lactation specialist on staff _____ (please specify) hours / week. S/he is a (indicate all that apply) IBCLC / Other, please specify: _____ (**recommended best practice**)
- OPTION B: We have a lactation specialist not on staff who will see clients by appointment in our office. S/he is a (indicate all that apply) IBCLC / Other, please specify: _____ (**acceptable**)
- OPTION C: We have a list of community lactation specialists to whom we refer our clients. S/he is (indicate all that apply): IBCLC / Other, please specify: _____ (**acceptable**)
- OPTION D: We do not use the services of a lactation specialist in our office at this time. (**unacceptable**)
- OPTION E: Other, please describe:

12. Please indicate the type of care provided at your clinic:

- a) Obstetric (please proceed to Q13_OB)
- b) Pediatric (please proceed to Q13_Peds)
- c) Family Practice (please fill out both Q13_OB and Q13_Peds)
- d) Other

13. _OB. Which of the following are standard components of your patient education curriculum for prenatal mothers, routinely discussed between providers and/or nurses and patients in your office, during patient visits? Please select all that apply. **Requirement: A – H are required topics for centers providing prenatal care.**

- a) Benefits and importance of breastfeeding/ Breast milk feeding
- b) Risks of supplementation while breastfeeding (supplementation can lower your milk supply, exclusively breastfed babies have lower risks for xyz, etc.)

- c) Importance of exclusive breastfeeding for the first six months of life
- d) Establishing and maintaining milk supply (frequent feeding)
- e) Benefits of skin-to-skin, rooming-in 24-hours, early initiation of breastfeeding, baby-led feeding (feeding on-demand or responsive feeding)
- f) Effective positioning and latch
- g) Non-pharmacologic pain management for labor (focus on early labor is acceptable)
- h) Importance of breastfeeding beyond six months when complementary foods are provided
- i) Other, please specify: _____

13_PEDS. Which of the following are standard components of your patient education curriculum for postpartum mothers, routinely discussed between providers and/or nurses and patients in your office, during patient visits?

Please select all that apply. **Requirement: A – F are required topics for centers providing pediatric care.**

- a) Benefits of breastfeeding/ Breast milk feeding
- b) Risks of supplementation while breastfeeding (exclusively breastfed babies have lower risks for illnesses and later diseases, supplementation can lower your milk supply, etc.)
- c) Importance of exclusive breastfeeding for the first six months of life
- d) Establishing and maintaining milk supply (frequent feeding)
- e) Effective positioning and latch
- f) Importance of breastfeeding beyond six months when complementary foods are provided
- g) Other, please specify: _____

14. How do you provide education on safe formula feeding? Please select all that apply.

- a) We do not teach about safe formula feeding to mothers in our care. **(acceptable)**
- b) We refer elsewhere for safe formula feeding. **(acceptable)**
- c) We provide this education only to mothers in our care who plan to formula feed, and do so on a one-on-one basis. **(recommended best practice)**
- d) We provide this education in our group classes. **(unacceptable)**
- e) We provide this education to all mothers in our care. **(unacceptable)**
- f) Other, please describe: _____

15. Does your office accept free infant formula samples from formula manufacturers or distributors?

Requirement: Successful awardees will NOT accept free infant formula samples from formula manufacturers or distributors. Successful awardees will pay market price for any formula used in the office.

- a) Yes
- b) No

16. Does your office display promotional or educational materials created by infant formula manufacturers? (Booklets, coupons, brochures, magazines, etc.) **Requirement: Successful awardees will NOT display direct marketing or educational materials from formula manufacturers such as formula brochures, magazines, coupons etc.**

- a) Yes
- b) No
- c) No, nor do we have any print materials available that contain advertisements for formula feeding.

Recommendation: It is strongly recommended that no formula advertisements or promotional materials be made available in the office, including in parenting/women's health magazines that are not explicitly produced by formula manufacturers but still promote formula feeding.

Note: Suggestions for appropriate magazines and other publications that do not contain formula advertisements or promotional materials: *Brain, Child; Mothering Magazine; and Kiwi Magazine.*

17. To which educational and/or support resources do you refer or provide for your patients re infant

feeding? Please select all that apply. **Requirement: Successful awardees will refer to at least one source that is NOT associated with infant formula manufacturers.**

- a) Breastfeeding classes
- b) Community Support Group/ Cafe
- c) List of websites (La Leche League etc.)
- d) Breast Pump Rental locations
- e) Outpatient Lactation Specialists
- f) WIC / Health Department breastfeeding support
- g) Other, please specify: _____

18. Do you welcome and encourage breastfeeding using visual cues? Please select all that apply.

Requirement: Upload photos of your office environment showcasing breastfeeding with visual cues, i.e. photographs of women breastfeeding, signs that state breastfeeding is welcome, decals signifying breastfeeding is welcome, a list of baby-friendly practices, etc. Successful awardees will refer to at least one way that breastfeeding is welcomed and encouraged using visual cues.

- Yes, including (Please select all that apply):
 - i) Signs / posters in the waiting area
 - ii) Signs / posters in exam rooms
 - iii) Signs / posters in entryways and exits
 - iv) Other: _____
- No

Note: Here are examples of free supportive posters:

- [AAFP \(Scroll down to poster links\)](#)
- [WIC Poster for Dads](#)
- WIC agencies can order USDA materials [here](#)

19. Please upload photos of your waiting areas, exam rooms, clinic with your breastfeeding friendly materials and visual cues. **Maximum of 10 photos. Required.**

20. Does your staff encourage and support breastfeeding during in-person encounters? Please select all that apply.

Requirement: Successful awardees will refer to at least one way that breastfeeding is welcomed and encouraged during in-person encounters.

- Yes, we commend mothers during each visit for choosing and continuing the best choice for their babies
- Yes, staff trained to never ask women to cover up, move or stop feeding
- Yes, we offer private space for feeding if mothers prefer privacy
- Yes, we provide anticipatory guidance
- Yes, we discuss breastfeeding goals and help mothers plan to achieve them
- Yes, we encourage co-parents (and other family members) to support breastfeeding mothers
- Yes, we offer water to a mother when she is nursing her baby
- Yes, other. Please describe: _____
- No

21. Does your facility support staff members who choose to breastfeed? **Requirement.**

Successful awardees will be in compliance with the Affordable Care Act rules on lactation support in the workplace.

- a) Yes, our staff members have time and private space (which is NOT a

bathroom) to breastfeed /express milk (*Congratulations, you may be eligible for NCBC's Employers and Community Partner's Award. If interested, please visit [here](#) to apply.*

b) No, our staff members do NOT have time and private space (which is NOT a bathroom) to breastfeed / express milk.

22. a) Do you track your patients' breastfeeding rates? Please select all that apply and enter the % average over the past 3 - 12 months. **NOT A Requirement: Tracking breastfeeding rates is not required, but is recommended.**

- Yes
- No

b) Please describe your process for tracking breastfeeding rates including HER system used. **Initiation, exclusivity and duration.**

c) Please upload breastfeeding data.

23. How would you like your award recognized? Please select all that apply.

- a) In-person presentation of plaque [This option necessitates coordination of volunteers and travel and may necessitate a significant delay in receipt of award]
- b) Mailed plaque
- c) List our clinic name on the NCBC website
- d) Include our clinic name in all NCBC press releases associated with this award
- e) Other, please specify:_____

24. Describe what motivated the practice to apply for this award.

Thank you for completing NCBC's application for the Mother-Baby Award for outpatient healthcare clinics.