



## Florida Quest for Quality Maternity Care Award

The **Florida Breastfeeding Coalition** has designed a quality improvement award based on the Ten Steps to Successful Breastfeeding and Baby Friendly USA 4-D Pathway.

In accordance with hospital quality improvement, each hospital will be recognized for completing a Phase corresponding with the 4-D Pathway. The hospital is not required to register with Baby Friendly USA and can obtain up to 4 stars without becoming designated as Baby Friendly. Only those hospitals that do actually apply to Baby-Friendly USA and receive the Baby-Friendly Hospital designation will be awarded the 5th Star by Florida Breastfeeding Coalition. The Florida Quest for Quality Maternity Care Award does not replace Baby Friendly USA pathway to designation. Hospitals and birthing centers must apply and complete the 4-D pathway with Baby Friendly USA to become designated a Baby-Friendly Hospital. This five star system has been developed wherein one star is achieved through each Phase completed toward WHO/UNICEF Baby Friendly Initiative. Each Phase is described by Baby Friendly USA and is as follows:

**Phase I:** *(first star - one star will be awarded upon completion of this phase\*)*

- Obtain CEO letter of support
- Complete self appraisal tool addressing the WHO/UNICEF ten steps to successful breastfeeding

**Phase II:** *(second star\*)*

- Develop interdisciplinary team to actively engage in planning, oversight of quality care and ensure the quality goals are achieved.
- Develop Baby Friendly Hospital Work Plan
- Develop hospital breastfeeding policy that reflects the WHO/UNICEF Ten Steps to Breastfeeding
- Identify training curriculum and plan for training staff
- Identify and/or develop prenatal teaching plans
- Identify core measures, benchmarks and data collection plan

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**Phase III:** *(third star\*)*

- Implementation of plan, education and use of evidence-based clinical practices in the care of maternity patients, with particular attention to those steps targeted by WHO/UNICEF.
- Ensure efficiency: minimize inappropriate variations, barriers and/or inconsistencies in plan.
- Establish a culture and leadership style that encourages evidence based maternity care as reflected in WHO/UNICEF Ten-Steps.
- Implement the use of data collection plan and effectively communicate results to all administration and staff.
- Ensure alignment with Baby Friendly USA implementation guidance.

**Phase IV: Implementation of all ten-steps:** *(fourth star\*)*

This is for facilities who have not yet reached designation through Baby Friendly USA but have implemented all Ten Steps to Successful Breastfeeding. Facility will need to provide pre implementation data (baseline data) and three months of data collected post implementation.

- Define and routinely monitor performance measures for each of the ten steps for the full range of service provided by Maternity Care.

**Phase V: Designation of Baby Friendly**

**Hospital:** *(fifth star – Only those hospitals that do actually apply to Baby-Friendly USA and receive the Baby-Friendly Hospital designation will be awarded five stars by Florida Breastfeeding Coalition. The Florida Quest for Quality Maternity Care Award does not replace Baby Friendly USA pathway to designation. Hospitals and birthing centers must apply and complete the 4-D pathway with Baby Friendly USA to become designated a Baby-Friendly Hospital.*

*\*Stars are awarded to recognize each Phase of the Baby Friendly USA 4-D Pathway by the Florida Breastfeeding Coalition*