

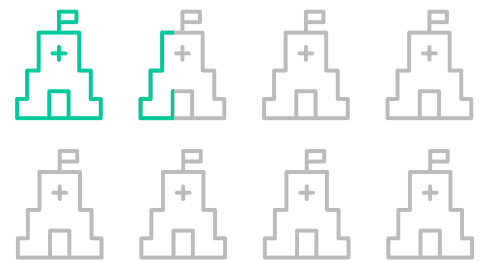
Baby-Friendly Designation: It's Worth It!

Baby-Friendly USA (BFUSA) is the accrediting body and national authority for the Baby-Friendly Hospital Initiative (BFHI) in the United States. It is responsible for granting the Baby-Friendly designation, which recognizes hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/baby bonding.

Few Designated Hospitals

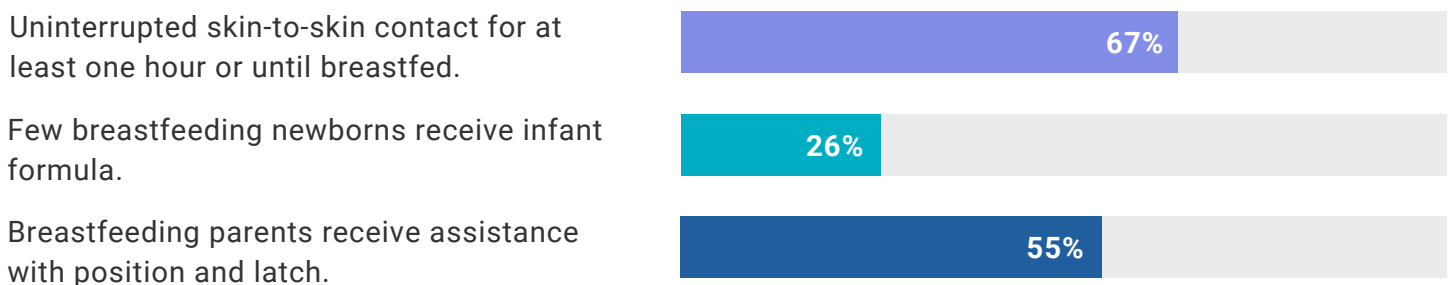
The BFHI's [Ten Steps to Successful Breastfeeding](#) provide an evidence-based framework to guide hospitals in the delivery of optimal care for bonding and feeding for all infants.

However, out of the almost 80 birthing hospitals in Michigan, only **13** are Baby-Friendly designated.



Opportunities for Improvement

Low engagement in BFHI is reflected in low scores on the [Maternity Practices in Infant Nutrition and Care \(mPINC\) State Survey Report](#) released biannually by the Centers for Disease Control and Prevention. The percentage of ideal responses among Michigan hospitals that completed the mPINC:



Why Should Hospitals Engage with BFUSA for Accreditation?



Provides accountability and access to tools.



Improves outcomes compared to facilities that implement practices without accreditation.



Is cost-neutral due to downstream savings with high social investment return.

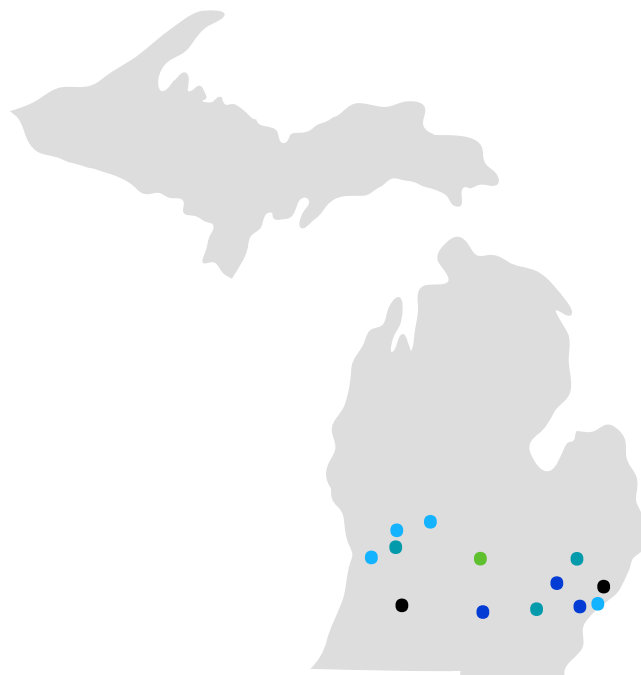
BFHI Ten Steps to Successful Breastfeeding

1. Have a written infant feeding policy that is routinely communicated to staff and parents.
2. Ensure that staff have sufficient knowledge, competence, and skills to support breastfeeding.
3. Discuss the importance and management of breastfeeding with pregnant patients and their families.
4. Facilitate immediate and uninterrupted skin-to-skin contact and support birthing parents to initiate breastfeeding as soon as possible after birth.
5. Support birthing parents to initiate and maintain breastfeeding and manage common difficulties.
6. Do not provide breastfed newborns any food or fluids other than human milk, unless medically indicated.
7. Enable birthing parents and their infants to remain together and to practice rooming-in 24 hours a day.
8. Support parents to recognize and respond to their infants' cues for feeding.
9. Counsel parents on the use and risks of feeding bottles, artificial nipples, and pacifiers.
10. Coordinate discharge so that parents and their infants have timely access to ongoing support and care.

Michigan Baby-Friendly Designated Hospitals

1. Ascension Borgess Hospital
2. Ascension St. John Hospital
3. [Corewell Health Beaumont Grosse Pointe Hospital](#)
4. [Corewell Health Butterworth Hospital](#)
5. [Corewell Health Greenville](#)
6. [Corewell Health Zeeland Hospital](#)
7. [Henry Ford Allegiance Health](#)
8. [Henry Ford Hospital](#)
9. [Henry Ford West Bloomfield Hospital](#)
10. [E.W. Sparrow Hospital](#)
11. [Trinity Health St. Joseph Mercy Oakland](#)
12. [Trinity Health Saint Mary's-Grand Rapids](#)
13. [Trinity Health St. Joseph Mercy Ann Arbor](#)

**Text color corresponds to locations on map*



Contact Us

Does your hospital and community need help implementing and sustaining the Ten Steps to Successful Breastfeeding with a focus on equity? Contact QI-TRACS by clicking here: qitracs@coffective.com.