**Baby-Friendly Hospital Initiative**

**THE BABY-FRIENDLY HOSPITAL INITIATIVE (BFHI)** is a project of the United Nations Children's Fund and World Health Organization to promote breastfeeding through supportive maternity care practices. Research supports BFHI’s premise: that BFHI designation — and the practices at the core of the initiative — promote breastfeeding. This infographic highlights findings from *Breastfeeding from the Start: Health Benefits & Policy Implications of the Baby-Friendly Hospital Initiative*, which summarizes current research on Baby-Friendly Hospital practices.

- Hospitals that obtain Baby-Friendly designation or adopt Baby-Friendly practices see higher rates of breastfeeding initiation.
- Formula sample packs are a barrier to BFHI implementation; therefore, some administrators make formula available only with a prescription.
- Groups experiencing breastfeeding inequities, including black mothers and mothers with low educational attainment, benefit from BFHI even more than the general population.
- Hospitals can support BFHI implementation by identifying champions for the initiative, involving all levels of hospital staff, offering financial incentives, and providing ongoing technical assistance to providers.
- Government support helps Baby-Friendly hospitals succeed. Eighteen states have laws on some aspect of breastfeeding promotion among maternity patients in hospitals.
- The cost of implementing Baby-Friendly standards varies but is unlikely to be prohibitive. Two national studies concluded that becoming Baby-Friendly did not lead to higher costs for hospitals.

**Learn more at:**
changelabsolutions.org/baby-friendly

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