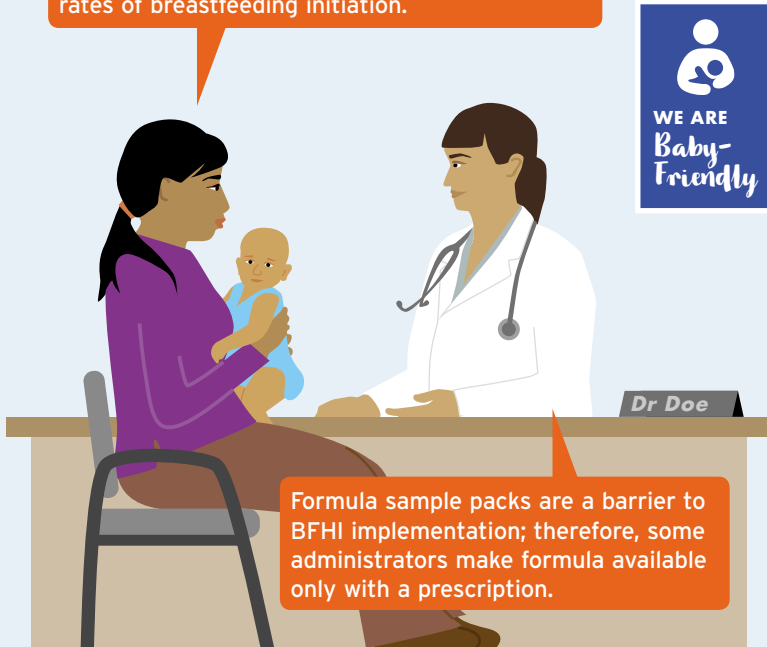


Baby-Friendly Hospital Initiative

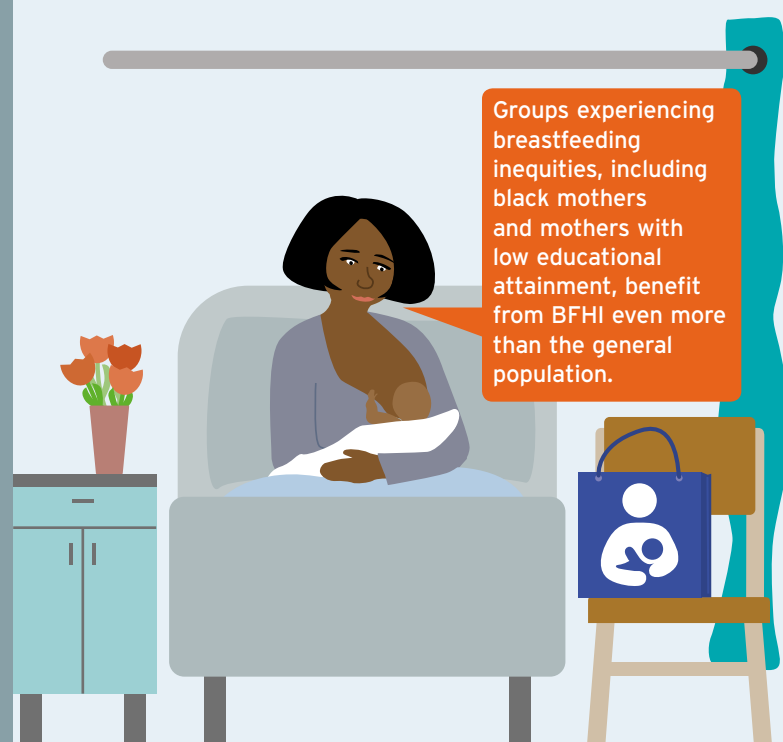
THE BABY-FRIENDLY HOSPITAL INITIATIVE (BFHI) is a project of the United Nations Children's Fund and World Health Organization to promote breastfeeding through supportive maternity care practices. Research supports BFHI's premise: that BFHI designation – and the practices at the core of the initiative – 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.



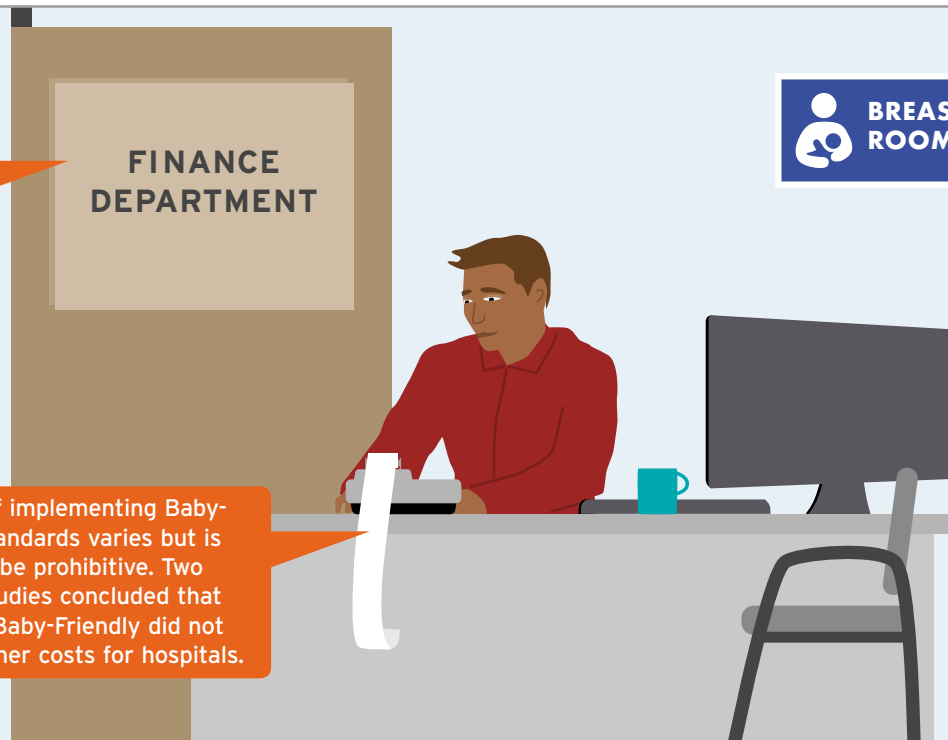
Formula sample packs are a barrier to BFHI implementation; therefore, some administrators make formula available only with a prescription.

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.

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.



Government support helps Baby-Friendly hospitals succeed. Eighteen states have laws on some aspect of breastfeeding promotion among maternity patients in hospitals.