



Background/Introduction: Nevada Maternity Center Breastfeeding Friendly Hospital Designation (NV MCBFD) initiative. Directed and delivered by Lindsey Dermid-Gray, MPH, WIC Statewide Breastfeeding Coordinator.

Visit: <http://nevadabreastfeeds.org/breastfeeding-friendly-hospital-designation/>.

Project Goals: The NV MCBFD initiative has been developed to recognize maternity centers that have taken steps to promote, protect and support breastfeeding.

Methods: This initiative targets birthing hospital policies related to breastfeeding support and education to women after delivery. A five star system has been developed, with one star awarded for every two steps achieved in the Ten Steps to Successful Breastfeeding as defined by the World Health Organization (WHO) and Baby Friendly USA. NV MCBFD encourages Nevada maternity centers to promote and support breastfeeding one step at a time. A review panel has been formed to assess the applications that are submitted, and stars are awarded based on the information and documentation provided. Stars can be used to build momentum in your facility to move across the continuum, and give public recognition for efforts towards becoming breastfeeding-friendly. Webinars are offered for support and encouragement throughout the course of the year. Unlike the Baby Friendly Hospital Designation, there are no fees associated with this designation, and no site visit is required.

Results: Since inception in 2013, three of our 19 maternity centers have applied to become designated at Breastfeeding Friendly. Carson Tahoe and St. Rose San Martin have completed the process within the past year.

Summary/Discussion: This has started the conversation in many maternity centers that would never have considered due to cost, time and energy constraints. Webinars give administrators and providers the tools and encouragement they need to make changes in their hospital policies and practices to reflect best practices in infant feeding. Support experts are on-hand when problems with documentation or implementation arise. This initiative has started shifting the momentum towards Baby Friendly practices as the norm in Nevada Maternity Centers.