

Baby Friendly accreditation

A staged approach

Following these steps will ensure that the Baby Friendly standards are implemented logically and efficiently.

Register of intent

The facility registers with UNICEF to establish its intention and receive the latest information

no time limit
– as soon
as possible

Action planning visit

A UNICEF assessor visits to assist the facility to plan how they are going to achieve accreditation

up to 1 year

Certificate of commitment

The first award, given when there is a breastfeeding policy, an action plan and signed commitment from senior staff

up to 1 year

Stage 1 assessment

Assesses the mechanisms that have been developed to enable the standards to be implemented and maintained

up to 2 years

Stage 2 assessment

Staff knowledge and skills are assessed

up to 1 year

when all stages are passed

Stage 3 assessment

The care provided to pregnant women and new mothers is assessed

Full accreditation

This lasts for 2 years, after which a reassessment of all the standards is carried out over a 3-day period



www.babyfriendly.org.uk

UNICEF UK Baby Friendly Initiative:
Education, advice and audit to
improve NHS support for breastfeeding.

