

# The Gift RE-Designation Application Instructions



Congratulations on your *Gift* designation! Maintaining this designation signals to healthcare providers, prospective patients, and the community your commitment to offer supportive care to breastfeeding mothers. Re-designation is required every two years\* (see below if you are a Baby-Friendly™ designated facility). Applications will be reviewed by a LA-DHH-OPH-Bureau of Family Health appointed committee on a quarterly basis in October, January, April and July of each year. The deadline for submission will be the last working day of the month preceding review. For example, applications received on or before September 30th will be reviewed in October.

Tracking of initiation (ever breastfed) and exclusive breastfeeding rates and documentation of staff education are important criteria for re-designation, as well as continuing to improve full adoption and implementation of all Ten Steps.

**Please submit the following information and supportive documents for your facility's *Gift* re-designation\*:**

- Completed *The Gift* Designation Application form
- Infant feeding clinical practice guidelines and/or policies added or revised since last application
- New patient education materials that were not included in last application
- Staff education/training courses that were not included in last application
- Quality Improvement Expectation: Please submit documentation of the interventions (e.g. PDSA, PI Indicator, etc.) you have used within the last designation period to improve on a particular step/barrier/challenge, etc.

**\*Please only include policies, care plans and materials, etc. that have changed since your last designation.**

**\*Re-Designation for facilities already designated as Baby-Friendly™**

Re-designation for *Gift* Designated facilities that have obtained the Baby-Friendly™ designation through Baby-Friendly USA is concurrent with their BFHI re-designation date, which is every five years. If your facility is not designated as Baby-Friendly™, then your facility must be re-apply for *Gift* designation every 2 years.

These instructions have been adapted from the Texas Ten Step Program and the North Carolina Maternity Center Breastfeeding-Friendly Designation Program.