Baby-Friendly is good for everyone.

The Baby-Friendly Hospital Initiative is a worldwide effort of the World Health Organization (WHO) and UNICEF to award hospitals that demonstrate optimal maternity care practices for promoting and protecting breastfeeding and maternal infant bonding.

Baby-Friendly evidenced-based practices benefit...

**MOTHERS & BABIES**
- Optimizes maternal-infant bonding for all, regardless of feeding choice
- Improves breastfeeding initiation, exclusivity and continuation
- Breastfeeding decreases SIDS, ear infections and pneumonia in infants
- Breastfeeding decreases breast and ovarian cancer in mothers

**DOCTORS & NURSES**
- Allows for coordination and synergy of evidence-based practices
- Decreases breastfeeding problems and complications
- Increases maternal involvement and confidence in infant care
- Provides framework for education on safety, nutrition, and parenting

**HOSPITALS**
- Improves breastfeeding exclusivity—A Joint Commission standard
- Demonstrates commitment to quality improvement
- Provides marketing and recruiting advantage
- Supports the mission, vision and values of the hospital

**COMMUNITIES**
- Addresses health disparities by improving breastfeeding rates for everyone
- Decreases infant mortality
- Increases referral to community resources
- Unites the hospital and community in providing optimal support for new families

www.mibreastfeeding.org/maternity-care

MIBFN advocates for all birthing hospitals in Michigan to implement the evidence based practices that align with Baby Friendly designation.