



North Carolina Division of Public Health Maternity Center Breastfeeding-Friendly Designation

Application Instructions

Purpose of the North Carolina Maternity Center Breastfeeding-Friendly Designation: To recognize those maternity centers that have taken steps to promote, protect and support breastfeeding in their organization. A five star system has been developed. A star is awarded for every two steps achieved in the Ten Steps to Successful Breastfeeding as defined by Baby-Friendly USA.

Project teams are strongly encouraged to work together to complete this application.

- 1) Use the NC Maternity Center Breastfeeding-Friendly Designation Application form to apply for your star designation. The application is available for download from www.nutritionnc.com.
- 2) Maternity Centers who have earned the Baby-Friendly Designation from Baby-Friendly USA may submit a copy of their award and automatically earn a five star NC Maternity Center Breastfeeding-Friendly Designation. Please refer to the expedited application.
- 3) Application Review:
 - Applications will be reviewed by a Division of Public Health appointed team on a biannual basis in May and November of 2017. The deadline for submission will be the last working day of the month preceding review. For example, applications received on or before April 30th will be reviewed in May.
 - All required application questions must be completed to be considered for review.
 - Facilities will be notified by email of receipt of the application within ten days of submission.
 - Resubmission for additional star recognition will be accepted and is strongly encouraged.
- 4) Designation and Recognition:
 - Facilities will be notified by mail of the results of the review.
 - Facilities awarded stars will receive a certificate suitable for framing.
In addition, facilities earning NC Maternity Center Breastfeeding-Friendly Designation of one or more stars will be recognized on the Division of Public Health and the Nutrition Services Branch websites.
- 5) Application submission:

Eight hard copies of the completed application form, one original hard copy of the application and signed cover sheet and one copy of the supporting documentation should be sent to:

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| US Mail: | Federal Express/UPS: |
| NC Nutrition Services Branch | NC Nutrition Services Branch |
| Maternity Center Breastfeeding-Friendly Designation | Maternity Center Breastfeeding- Friendly Designation |
| 5601 Six Forks Road | 5601 Six Forks Road |
| 1914 Mail Service Center | Raleigh, NC 27609 |
| Raleigh, NC 27699-1914 | |
- 6) Questions:

Contact: Grisel Rivera, MPH, RD, IBCLC
grisel.rivera@dhhs.nc.gov
919.707.5781