



**Division of Public Health
North Carolina 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:
 - The next deadlines for application submission are October 31, 2021 and April 30, 2022
 - Applications will be reviewed by a Division of Public Health appointed team on a biannual basis in May/June and November/December.
 - 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.
 - **No sheet protectors** should be utilized for the application or supporting documentation
 - 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:

US Mail:
**North Carolina Division of Public Health
Maternity Center Breastfeeding-Friendly
Designation**
Nutrition Services Branch
5601 Six Forks Rd
1914 Mail Service Center
Raleigh, NC 27699-1914

Federal Express/UPS:
**North Carolina Division of Public Health
Maternity Center Breastfeeding-Friendly
Designation**
Nutrition Services Branch
5601 Six Forks Road, 1st Floor
Raleigh, NC 27609

- 6) Questions:

Contact: Chiara Phillips MS, RD, LDN, IBCLC
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