Baby Friendly Hospital Initiative in Ireland Re-assessment Process (Maternity)

**Aim:**
- To support and motivate the baby-friendly accredited maternity hospital/unit to continue best practices and to maintain baby-friendly status.
- To gain evidence that the Ten Steps are audited regularly in the facility and if required resultant action is taken to improve practices until they meet the required BFHI standard.
- To gain evidence that mothers experience positive support for breastfeeding in baby friendly facilities
- To gain evidence that the Code of Marketing of Breast-milk substitutes and subsequent relevant resolutions are adhered to.
- To link the BFHI with quality and patient safety by providing ongoing evidence of best practice and service user satisfaction

<table>
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<tr>
<th>Activity</th>
<th>Outcome</th>
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<tr>
<td>1. Hospital self-monitors at least 2 Steps/Code each year.</td>
<td>Audits indicate maternal satisfaction and best practice in place.</td>
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<td>2. Submits audit details, annual Action Plan including evaluation process, on areas needing attention, and breastfeeding statistics.</td>
<td>Annual Report submitted to BFHI within 6 months of due date. Breasftfeeding rates are increasing. Previous year’s Action Plan is evaluated</td>
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<td>3. Shares experience of maintaining BFHI status at least once in 5 years</td>
<td>Journal article, workshop presentation, poster or similar at regional, national or international level</td>
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If ALL these 3 self-monitoring activities are on-going and the outcomes achieved, the hospital will be externally re-assessed five years after the date on their award.

If ANY of the self-monitoring activities are not on-going or any of the outcomes are not achieved by the end of the second year after first awarding of Baby-friendly status or any year thereafter, automatic external reassessment will take place within 3 months of the end of the year in which the activity is not done/outcome achieved.

**Notes:**
All Steps/Code should be audited at least once in 5 years. If an audit shows standards are not reached a re-audit of this Step after action to improve does not count as a separate audit.
Increase in breastfeeding rate on discharge and increase in exclusiveness of breastfeeding are most important. It is not enough to increase only the breastfeeding initiation rate. Rates must rise at least once in every two year period.
Informal monitoring visits may take place by an assessor, which may or may not be notified in advance.
In special circumstances (e.g. hospital re-location), the hospital may apply for a variation in the re-assessment timeline. Shortage of staff is not a special circumstance.

January 2015
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Plan, Act, Review → Monitor → Share

External Re-assessment in year 5

All 3 done → Yes: Re-awarded Baby Friendly status → Re-assessment process starts again

No: Meets external assessment criteria

Yes: External Re-assessment within 3 months.

No: Develops a plan to meet criteria within 3 months

External Re-assessment

Meets criteria

Yes: Baby Friendly Award withdrawn

No: Re-assessment process starts again