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# Virginia Breastfeeding-Friendly Designation Program Application Instructions



*Revised August 11<sup>th</sup>, 2025*

## Overview

The Virginia Maternity Center Breastfeeding-Friendly Designation Program recognizes maternity centers that have taken steps to promote, protect, and support breastfeeding in their organization. There are five levels of designation. A facility earns an additional level of designation for each 2 of the 10 Steps to Successful Breastfeeding completed.

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

- 1) Use the Virginia Maternity Center Breastfeeding-Friendly Designation Application REDCap form to apply. The application is available here:  
<https://redcap.link/BFDPAApplication>
- 2) Maternity centers that have earned Baby-Friendly Designation from Baby-Friendly USA may submit an expedited application. Please respond 'yes' to the question which says, "Does your facility already have Baby-Friendly Designation?". You will then be led to the expedited application.
- 3) While applications are accepted on a rolling basis, the Review Committee will have two standing application review dates per year—one in April and one in November. Applications must be submitted via REDCap. All supporting documentation must be uploaded.
  - a. To be eligible for application review in April, the application must be received by **April 1<sup>st</sup>**.
  - b. To be eligible for application review in November, the application must be received by **November 1<sup>st</sup>**.
- 4) The application will ask you to submit the name and information of a member of your Quality Improvement team. Please be sure to enter information as requested.

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- 5) Under the “Application Team” section, we will require the name and email addresses of at least 2 individuals other than yourself to be submit. We require this information in case are any issues in contacting the Maternity Center Administrator or Manager.
  - 6) Our online application will automatically calculate 10% of the total number of births that your facility reports for the most recent year of data. This value will become your denominator when calculating percentages for the application. For this calculation, please round down to the nearest whole number.

See the example below:

From January 2024-January 2025, Hospital A had 1615 total births.  
 $10\% \text{ of their total births} = 1615 \times 0.10 = 161.5$  (we will round down to 161).

- 7) When you are asked to submit a percentage, please follow the example below in calculating those metrics:

*Example calculation for question 5.1*

5.1 What percentage of breastfeeding mothers are offered further assistance with breastfeeding their babies within six hours of delivery by a clinician who has completed breastfeeding training?

Out of a random sample of 161 births that occurred from January 2024-January 2025, 155 mothers were offered further assistance with breastfeeding their babies within six hours of delivery (according to documentation in the patient’s chart).

$155/161 = 93.788\% \sim 94\%$

In the application, the facility will report 94% of mothers are offered assistance with breastfeeding within six hours of delivery by a trained clinician. The hospital will also be asked to upload documentation on how this metric is tracked in the patient’s chart.

If you are unable to analyze a specific number of charts within the past year, please contact our team for guidance.

- 8) The application may ask you to “provide proof of the method for documenting this practice.” Please upload the information of where that metric is being recorded in the patient’s chart. You may upload a screenshot of that information into the REDCap application. If you have already uploaded a document for a previous step and would like to reference it again, please note the name of the document, and which page and section that information is located in.

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- 9) The period of designation will last for three years. Facilities will receive an email with notification of their designation status and level. The email will contain:
- a. An award certificate indicating the level of designation they earned for the application cycle
  - b. A feedback form which will contain the comments made by our Review Committee on your application submission
  - c. Images of the award medal to use for communications purposes

Please note that all materials will be sent electronically via email. If you have any questions after reviewing the feedback for your application, please reach out to our team.

- 10) Questions can be directed to Fahimah Zaman, at [Fahimah.Zaman@vdh.virginia.gov](mailto:Fahimah.Zaman@vdh.virginia.gov)