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TO: CEOs, CNOs, and Directors of Maternity Services
FROM: Susan Davis, Chair, FHA Quality and Patient Safety Committee, and President & CEO, Sacred Heart Health System
SUBJECT: Invitation to Becoming a Baby Friendly Hospital
DATE: Aug. 3, 2016

More than ever, hospitals are focused on putting patient-centered care at the forefront of the level of care they provide. Becoming a "Baby Friendly" facility is a comprehensive journey hospitals can take toward providing this excellence in care right from the start. Hospitals play an important role in supporting mothers who make the decision to breastfeed by giving them the tools and resources they need for successful maternity care. A Baby Friendly atmosphere creates an opportunity to develop leadership skills among the hospital staff, promotes employee pride, enhances patient satisfaction and improves patient outcomes. This journey toward achieving the goal of better infant feeding and mother/baby bonding is exciting, challenging and worth the effort! I am pleased to share that the FHA Quality Committee voted to recommend that hospitals consider becoming a Baby Friendly facility by participating in a new program offered in partnership with the Florida Department of Health.

Please join us on **Aug. 25 at 11 a.m. ET** to learn more about the Baby Steps to Baby Friendly program, and how to join nearly 40 Florida hospitals that are already part of the program. During this webinar, hospital and maternity care staff will learn about the ten steps to successful breastfeeding; Baby-Friendly USA's 4-D Pathway to Baby-Friendly Designation; and the Florida Breastfeeding Coalition's Quest for Quality in Maternity Care Award. [View the full agenda and register online.](#)

Registration is [free](#), but pre-registration is required. Hospitals are encouraged to view the webinar as a group since there is a limited number of connections available. Continuing Education Units (CEUs) will be available for participants. For more information, contact [Kim Streit](#), vice president of health care information and research, or [Sally Forsberg, RN](#), director of quality and patient safety, at (407) 841-6230.



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