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# Virginia Breastfeeding-Friendly Designation Program Application Instructions



Revised August 16<sup>th</sup>, 2024

## Overview

The Virginia Maternity Center Breastfeeding-Friendly Designation Program recognizes those maternity centers that have taken steps to promote, protect, and support breastfeeding in their organization. There are five levels of designation. A facility earns a 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/BFDPApplication>
- 2) Maternity centers that have earned Baby-Friendly Designation from Baby-Friendly USA may submit an expedited application. Please click 'yes' on the question which says, "Does your facility already have Baby Friendly Designation?" and you will 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 in April and November. Applications must be submitted via REDCap with all supporting documentation 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 period of designation will last for three years.
  - a. Facilities will receive an email with notification of their designation status and level.

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- 5) Facilities will be able to advertise their designation status with a certificate and logos, which will be sent electronically.
  - 6) Questions can be directed to Fahimah Zaman, at [Fahimah.Zaman@vdh.virginia.gov](mailto:Fahimah.Zaman@vdh.virginia.gov)