

The Gift Designation Application Instructions



Purpose of *The Gift Designation*: *The Gift* is an evidence-based program of the LA-DHH-Bureau of Family Health that provides resources and a framework to help birthing facilities improve breastfeeding outcomes through incremental adoption of evidence-based practices. *The Gift* designation recognizes birthing facilities that are implementing policies that are aligned with the *Ten Steps to Successful Breastfeeding* and encourages continued progress toward pursuit of Baby-Friendly™ designation.¹ *The Gift* is voluntary and self-reporting. *Gift* designation is awarded to facilities that have demonstrated that they have met the criteria as outlined in the application and are able to submit supporting evidence and documentation of implementation.

- 1) Use ***The Gift Designation Application*** to apply for your designation. The application is available for download from www.thegiftla.org.
- 2) Birthing Facilities who have earned the Baby-Friendly™ designation from Baby-Friendly USA may submit a copy of their award and earn *Gift* designation through expedited review. Please refer to the **Expedited Application for Designation** which can be found at www.thegiftla.org.
- 3) **Tools/Resources:** Visit www.thegiftla.org for resources and tools for implementing each step.
- 4) **Application Submission and Review:**
 - a. The application includes two components: 1) Administration Approval Application Cover Sheet and 2) *The Gift* Designation Application. Both components must be completed in order for the application to be reviewed.
 - b. Applications will be reviewed by a LA-DHH-OPH-Bureau of Family Health appointed committee on a quarterly basis in October, January, April and July of each year. The deadline for submission will be the last working day of the month preceding review. For example, applications received on or before September 30th will be reviewed in October.
 - c. All required application questions must be answered to be considered for review, even if you have not implemented that step.
 - d. Facilities will be notified by email of receipt of the application within ten days of submission.
 - e. Organizing your application: To simplify your application, we recommend organizing your application by using each “step” as a divider, with verifying documentation/materials as requested, to follow. If duplicate information, please provide reference to original location of such information.

5) **Designation and Recognition:**

- a. Facilities will be notified by email of the results within 4-6 weeks of the review and will be asked to participate in a post application review call.
- b. Facilities awarded designation will receive a certificate suitable for framing.
- c. In addition, facilities earning *The Gift* designation will be recognized on *The Gift* program website, as well as partner organization/program websites.

6) **Re-designation:** See the **Re-designation Application Instructions** on *The Gift's* website for more information on the re-designation process. Re-designation for *Gift* Designated facilities that have obtained the Baby-Friendly™ designation through Baby-Friendly USA is concurrent with their BFHI re-designation date, which is every five years. If your facility is not designated as Baby-Friendly™, then your facility must be re-apply for *Gift* designation every 2 years.

7) **Application submission:** Please include the following with your application:

- a. Completed *The Gift* Designation Application form submitted by email to Marci.Brewer@la.gov
- b. One hard copy of the signed Administration Approval Application Cover Sheet
- c. One hard copy of the policies and supporting documentation
- d. In addition to the hard copies, electronic copies of policies and supporting documentation are preferred.

8) **Send materials to:** LA Department of Health and Hospitals • Bureau of Family Health/ Attn: *The Gift* Program • P.O. Box 60630 • New Orleans, LA 70160 and to Marci.Brewer@la.gov for electronic copies.

9) **Questions:** Contact Marci Brewer at Marci.Brewer@la.gov or 504-568-3504.

These instructions have been adapted from the Texas Ten Step Program and the North Carolina Maternity Center Breastfeeding-Friendly Designation Program.

ⁱ Baby-Friendly Hospital Initiative/Ten Steps to Successful Breastfeeding

The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for lactation. The BFHI assists hospitals in giving mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies or feeding formula safely, and gives special recognition to hospitals that have done so. The BFHI is a global initiative of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF). It is implemented in the United States by BFUSA. For more information visit www.babyfriendlyusa.org.