



**Division of Child and Family Well-Being  
North Carolina Maternity Center Breastfeeding Friendly Designation**

**Application Instructions**

**Purpose of the North Carolina Maternity Center Breastfeeding Friendly Designation:** The designation aims to recognize maternity centers that actively promote, protect, and support breastfeeding within their organization. The program employs a five-star rating, with each star awarded for every two steps achieved in the [Ten Steps to Successful Breastfeeding](#), as defined by the World Health Organization (WHO) and the United Nations International Children's Emergency Fund (UNICEF)

**Facilities are strongly encouraged to create a multi-disciplinary project team to work together for application completion.**

- 1) Use the NC Maternity Center Breastfeeding-Friendly Designation Application form to apply. The application is available for download from [here](#).
- 2) Facilities that have earned the Baby-Friendly Designation from Baby-Friendly, USA may submit a copy of their award and will automatically qualify for a five-star NC Maternity Center Breastfeeding-Friendly Designation. For more details, please refer to the [expedited application](#).
- 3) Application Review:
  - The next deadlines for application submission are April 30, 2024, and October 31, 2024.
  - Applications will be reviewed by a team appointed by the Division of Child and Family Well-Being on a biannual basis.
  - All required application questions must be completed to be considered for review.
  - Facilities will be notified by email of receipt of the application within ten days of submission.
  - **No sheet protectors** should be utilized for the application or supporting documentation.
  - Resubmission for additional star recognition will be accepted and is strongly encouraged.
- 4) Designation and Recognition:
  - Facilities will receive an email notification once the application review is completed by the review committee.
    - April 30<sup>th</sup> notification deadline: June 30<sup>th</sup>
    - October 31<sup>st</sup> notification deadline: December 31<sup>st</sup> (**Note:** Due to scheduling conflicts the review committee may not be able to meet until January. Facilities will be contacted and made aware of this delay.)
  - Facilities will be offered a conference call to address any missing or incomplete information. After the conference call, facilities will have two weeks to make any necessary resubmissions. No further clarifications will be sought after resubmission.
  - Facilities will be notified of designation award via email and mail.
  - Facilities awarded stars will receive a certificate suitable for framing.
  - In addition, facilities earning NC Maternity Center Breastfeeding-Friendly Designation of one or more stars will be recognized on the Division of Child and Family Well-Being and the Community Nutrition Services Section websites.



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5) Application submission:

**One original hard copy of the application and signed cover sheet and one copy of the supporting documentation should be sent to:**

| <b>US Mail</b>   | <b>Federal Express/UPS</b>   |
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| <b>North Carolina Division of Child and Family Well-Being<br/>Maternity Center Breastfeeding-Friendly Designation</b><br>Community Nutrition Services Section<br>5601 Six Forks Rd<br>1914 Mail Service Center<br>Raleigh, NC 27699-1914 | <b>North Carolina Division of Child and Family Well-Being<br/>Maternity Center Breastfeeding-Friendly Designation</b><br>Community Nutrition Services Section<br>5601 Six Forks Rd<br>1 <sup>st</sup> floor<br>Raleigh, NC 27609 |

6) Contact for Questions:

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