



# North Carolina Maternity Center Breastfeeding Friendly Designation

## Standard Application Instructions

### Purpose of the State-Level Designation

The North Carolina Maternity Center Breastfeeding-Friendly Designation recognizes maternity centers that actively promote, protect, and support breastfeeding within their organization. The program uses a five-star rating system, with one star awarded for every two steps implemented from the [\*Ten Steps to Successful Breastfeeding\*](#), as defined by the World Health Organization (WHO) and UNICEF.

Facilities are strongly encouraged to form a multi-disciplinary project team to collaborate on application completion.

### Who Should Use the Standard Application?

The **standard application** is intended for maternity centers that **do not currently hold a Baby-Friendly® designation** from Baby-Friendly USA. This includes facilities that are actively working toward implementing the *Ten Steps to Successful Breastfeeding* and wish to be recognized for their progress.

While achievement of Baby-Friendly® designation is encouraged, it is **not required**. This is a **separate, state-level designation** that honors **incremental progress** in the *Ten Steps to Successful Breastfeeding*. Facilities **do not need to be actively pursuing Baby-Friendly designation** now or in the future to apply.

Facilities that are already Baby-Friendly® designated should instead complete the **Abbreviated Application**, which offers a streamlined process and automatically qualifies the facility for a five-star designation.

### How to Apply

- Use the **NC Maternity Center Breastfeeding-Friendly Designation Application** form.
- The application can be **downloaded** [here](#).

### Application Review

- Application deadlines are **April 30** and **October 31** each year.
- Applications are reviewed **biannually** by a review team appointed by the **Division of Child and Family Well-Being**.
- All required sections of the application must be **fully completed** to be considered for review.
- Facilities will receive an **email confirmation** of receipt within **10 days** of submission.
- **Do not include sheet protectors** with your application or supporting materials.
- Facilities are encouraged to **resubmit** as they progress toward additional steps to earn more stars.

### Designation and Recognition

Applications are reviewed following the April 30 and October 31 submission deadlines. Facilities will be contacted based on the following timeline:

- **April 30 submissions:** Initial contact by **June 30**
- **October 31 submissions:** Initial contact by **December 31**  
(*Note: Due to scheduling conflicts, the review committee may occasionally meet in January. Facilities will be notified if any delays occur.*)

### Follow-Up for Incomplete Submissions

If your application is found to have **missing or incomplete components**, the State Breastfeeding Coordinator will contact



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your facility to schedule a **conference call**. This call provides an opportunity to review feedback and clarify what is needed.

Following the call, facilities will have **two weeks** to submit the requested revisions or additional documentation.

After resubmission, no further clarification will be requested. The submitted materials will be reviewed, and the facility's eligibility for designation will be determined.

The State has **30 days** from receipt of the additional documentation to complete the review and issue a final determination.

### Notification and Recognition

Final designation decisions will be communicated via **email and mail**.

Facilities awarded stars will receive:

- A **certificate suitable for framing**
- **Public recognition** on the websites of the Division of Child and Family Well-Being and the Community Nutrition Services Section

### Application Submission

**Submit:**

- **One original hard copy** of the completed application and signed cover sheet, and
- **One copy of all support documentation** to one of the following addresses:

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

### Contact for Questions

**Chiara Phillips MS, RD, LDN, IBCLC**

State Breastfeeding Coordinator

[Chiara.Phillips@dhhs.nc.gov](mailto:Chiara.Phillips@dhhs.nc.gov)

919.817.7673