**CEO Support and Primary User Letter of Intent**  
(Please submit letter **on facility letterhead** via fax to 518-621-7983 or email to [info@babyfriendlyusa.org](mailto:info@babyfriendlyusa.org))

Date (Use Date Letter Sent to Baby-Friendly)

Baby-Friendly USA, Inc.

125 Wolf Road, Suite 402  
Albany, NY 12205

Dear Baby-Friendly USA,

XYZ Hospital/Birth Center is hereby submitting a formal **Letter of Intent** to undertake the steps required to become designated as a Baby-Friendly® facility in accordance with the [***Baby-Friendly Hospital Initiative Guidelines and Criteria (6th edition) For Facilities Seeking Baby-Friendly Designation (GEC***](https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/)***).*** We support the American Academy of Pediatrics’ recommendation for exclusive breastfeeding for approximately the first six months, and that breastfeeding, along with appropriate complimentary foods continue through the child’s first birthday and beyond for as long as mutually desired. This institution would like to foster an environment that supports the [***Ten Steps to Successful Breastfeeding (Ten Steps)***](https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/10-steps-and-international-code/) as outlined by Baby-Friendly USA (BFUSA). To that end, we are applying to move from the [**Discovery Phase** of the 4-D Pathway into the **Development Phase**](https://www.babyfriendlyusa.org/get-started/fee-schedule).

We are aware of, and support, the Mother-Baby unit’s goal to institute the *Ten Steps* and to become a designated Baby-Friendly Hospital. We will realize that there will be challenges along the way and are willing to support the maternity staff in this important endeavor.

In addition, we understand that a very important component of the Baby-Friendly Hospital Initiative is implementation of [***Step 1A-* *International Code of Marketing of Breastmilk Substitutes (the Code)***](https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/10-steps-and-international-code/)*.* We support the tenets of the Code and will implement them within this facility.

Lastly, the signatures below indicate that, we:

1. Have reviewed, understand, and agree with the “Baby-Friendly USA Statement of Expectations,” effective December 01, 2021, attached as Appendix A *(please return Appendix A with this signed document)*
2. Have reviewed, understand, and agree with the BFUSA timeframe and the non-refundable fee schedule in place at the time we move into Development. *(Fee schedule is found* [*on the Baby-Friendly website*](https://www.babyfriendlyusa.org/get-started/fee-schedule)*, see* [***Finances and Fees***](https://www.babyfriendlyusa.org/for-facilities/finances-and-fees/)*, 4-D Pathway Fee Schedule Page.)*

We look forward to working with you on this effort.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Facility’s CEO Signature Facility’s Primary User Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Facility’s CEO Name Print Facility’s Primary User Name

*Revised 12/1/21*

**Appendix A: Baby-Friendly USA Statement of Expectations  
  
*DISCLOSURE OF INFORMATION/CONFIDENTIALITY***

1. The FACILITY will provide all information that is reasonably requested by BFUSA to help BFUSA provide the necessary technical assistance and perform the required assessments to determine compliance with the *Ten Steps to Successful Breastfeeding (Ten Steps)* and the *Baby-Friendly Hospital Initiative Guidelines and Criteria for Facilities Seeking Baby-Friendly Designation (GEC).*
2. Technical assistance materials provided to the Facility by BFUSA are protected by copyright.
3. The use of the technical assistance materials is limited to the purposes of implementing the *GEC*.
4. The Facility will institute appropriate safeguards to prevent the unauthorized use or disclosure of any technical assistance materials.
5. The use of technical assistance materials will be limited to agents, employees, or subcontractors of the Facility who have a need to have access to the information in order participate in the assessment and who have agreed to maintain the confidentiality of any technical assistance materials disclosed to them.
6. BFUSA does not collect or store any individually identifiable information regarding patients of the Facility during the Development or Dissemination Phases. In the event PHI may be required to reviewed during the assessment, facility designated employees handle any PHI/PII documents for the assessor to acknowledge.
7. BFUSA does not disclose information that has been designated by the FACILITY as confidential (collectively “Confidential Information”).
8. BFUSA will limit use of any Confidential Information for the purposes of providing necessary technical assistance and perform the required assessments to determine compliance with the *Ten Steps* and the *GEC.*

***REPRESENTATION TO THE PUBLIC***

1. Use of the Baby-Friendly® mark is restricted to facilities that have successfully completed the 4-D Pathway to Baby-Friendly Designation.
2. The FACILITY will not represent itself as Baby-Friendly or display the Baby-Friendly mark until the Facility has:
   1. Completed all of the Phases of the 4-D Pathway to Designation; and
   2. Received notification IN WRITING by BFUSA that an Assessment Team and External Review Board have determined that the FACILITY has successfully implemented the *Ten Steps*; and
   3. Received a copy from BFUSA of the Baby-Friendly® Designation License.
3. The Baby-Friendly Designation is non-transferrable. Any additional facilities, including any additional facilities acquired by FACILITY, must each complete an outside assessment to determine compliance with the requirements of the Baby-Friendly Designation Program. If the FACILITY is acquired by another hospital or hospital system, the FACILITY may keep its Baby-Friendly Designation. However, the FACILITY’s Baby-Friendly Designation will not be applied to non-assessed entities of the new hospital or system, and non-assessed entities may not represent themselves as Baby-Friendly or display the Baby-Friendly mark.