

# Baby-Friendly is good for everyone.

**MIBFN**  
Michigan Breastfeeding Network

LEARN MORE

[www.mibreastfeeding.org](http://www.mibreastfeeding.org)



The *Baby-Friendly Hospital Initiative* is a worldwide effort of the World Health Organization (WHO) and UNICEF to award hospitals that demonstrate optimal maternity care practices for promoting and protecting breastfeeding and maternal infant bonding.

## Baby-Friendly evidenced-based practices benefit...



### MOTHERS & BABIES

Optimizes maternal-infant bonding for all, regardless of feeding choice

Improves breastfeeding initiation, exclusivity and continuation

Breastfeeding decreases SIDS, ear infections and pneumonia in infants

Breastfeeding decreases breast and ovarian cancer in mothers



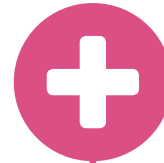
### DOCTORS & NURSES

Allows for coordination and synergy of evidence-based practices

Decreases breastfeeding problems and complications

Increases maternal involvement and confidence in infant care

Provides framework for education on safety, nutrition, and parenting



### HOSPITALS

Improves breastfeeding exclusivity—A Joint Commission standard

Demonstrates commitment to quality improvement

Provides marketing and recruiting advantage

Supports the mission, vision and values of the hospital



### COMMUNITIES

Addresses health disparities by improving breastfeeding rates for everyone

Decreases infant mortality

Increases referral to community resources

Unites the hospital and community in providing optimal support for new families

[www.mibreastfeeding.org/maternity-care](http://www.mibreastfeeding.org/maternity-care)

MIBFN advocates for all birthing hospitals in Michigan to implement the evidence based practices that align with Baby Friendly designation.