



## ACHIEVING SUSTAINABILITY STANDARDS

### WHAT ARE THE ACHIEVING SUSTAINABILITY STANDARDS?

In 2012 the Baby Friendly Initiative carried out a major review that resulted in new, more holistic, child rights-based standards relating to the care of babies, their mothers and families. A strong theme emerging from the review process was that the Baby Friendly standards are hard to maintain in the long term.

These new Achieving Sustainability standards are designed to help with this longer-term implementation. They do not describe the direct clinical care of babies, their mothers, and families, but rather they are an organisational roadmap for how to implement the standards in a way that is both effective in the short term and sustainable over time. Our hope is that everyone's journey to Baby Friendly accreditation will be easier when using these standards and that the result will be more consistent and sustainable care for all babies, their mothers and families.

A service is considered to be achieving sustainability when they have implemented and maintained the core Baby Friendly standards for at least two years as confirmed by a full re-assessment. In addition, they have adequate leadership structures in place to support continued maintenance of the standards and for

progressing and improving the standards over time. The service must also demonstrate that they cultivate a positive and enabling culture for Baby Friendly, with consideration given to the specific cultural and societal challenges in the UK.

### WHEN CAN THESE STANDARDS BE INCORPORATED INTO OUR WORK?

These standards are designed to be incorporated into your plans for achieving and maintaining Baby Friendly accreditation no matter where you are in the process. In future, at each stage of the assessment process, progress towards the Achieving Sustainability standards will be explored and support offered.

Fully accredited services that receive a positive result at their re-assessment can then apply to be formally assessed for the Achieving Sustainability Award. Services that meet the standards will be 'Re-accredited as Baby Friendly with Sustainability' and receive a Gold Award.

### HOW CAN I FIND OUT MORE?

The full Achieving Sustainability Guidance document is available at [unicef.uk/sustainability](https://unicef.uk/sustainability). Turn over for an overview of the standards.

# OVERVIEW OF THE ACHIEVING SUSTAINABILITY STANDARDS

## THEME 1: LEADERSHIP

### DEVELOP A LEADERSHIP TEAM THAT PROMOTES THE BABY FRIENDLY STANDARDS

- There is a named Baby Friendly lead / team with sufficient knowledge, skills and hours to meet their objectives
- There is a mechanism for the Baby Friendly lead/team to remain up-to-date with their education and skills
- A Baby Friendly Guardian with sufficient seniority and engagement is in post
- The leadership structures support proportionate responsibility and accountability
- All relevant managers are educated to support the maintenance of the standards.

## THEME 2: CULTURE

### FOSTER AN ORGANISATIONAL CULTURE THAT PROTECTS THE BABY FRIENDLY STANDARDS

- There is support for ongoing staff learning
- There are mechanisms in place to support a broad positive culture, such as staff recognition schemes, mechanisms for staff to feedback concerns and systems to enable parents' and families' feedback to be heard and acted upon.

## THEME 3: MONITORING

### CONSTRUCT ROBUST MONITORING PROCESSES TO SUPPORT THE BABY FRIENDLY STANDARDS

Mechanisms exist to ensure that:

- Baby Friendly audits are carried out regularly according to service needs
- All relevant data is available and is accessed
- Data is analysed effectively and collectively to give an overall picture
- Action plans are developed in response to findings
- Relevant data is routinely reported to the leadership team
- Relevant data is routinely reported to Unicef UK.

## THEME 4: PROGRESSION

### CONTINUE TO DEVELOP THE SERVICE IN ORDER TO SUSTAIN THE BABY FRIENDLY STANDARDS

- The service demonstrates innovation and progress
- There is evidence to demonstrate that outcomes have improved
- The needs of babies, their mothers and families are met through effective integrated working.