**Application form**

**Stage 3 assessment**

**Children’s centres - remote or onsite**

*\*or equivalent early years community settings*

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| --- | --- |
| **Children’s Centres group/service name:** |  |
| **Contact name, email & telephone:** |  |
| **Assessment date(s):** |  |

**Introduction**

At a Stage 3 assessment we are looking for evidence that pregnant women and new mothers, babies and families are accessing the services and support offered by local children’s centres and that the service provided meets their needs and reflects Baby Friendly standards. The assessment itself takes place on a date agreed with the Baby Friendly Initiative office. However, in order for this date to be confirmed, written evidence must be submitted of the facility’s readiness for assessment. When completed, this form provides much of that evidence. Please provide information which is as full as possible in relation to each section.

**Additional documents we will need**

When arranging an assessment date, we will also send you a booking form which needs to be completed for payment of this assessment, and we will request some further background information via email for your organisation. Certain documents need to be submitted in advance of the assessment. These are mentioned in the relevant section and included in a checklist at the end of the form.

**What do I do once I am ready to apply?**

Please contact the Baby Friendly office to arrange an assessment date, and we will confirm who your assessor will be. You will need to submit this form ***at least three months*** in advance of the planned date in order to allow time for full consideration of the audit results and discussion with you about whether and how any outstanding issues can be addressed within the timescale. We anticipate that Stage 3 assessments will where possible, be carried out onsite and therefore we need to have this discussion in time to enable plans to be made for travel/accommodation for the assessment team. Please note that any decision to re-schedule the date of the assessment is likely to incur costs if the application form has been received later than three months before the previously agreed date.

**Declaration**

The application formshould be signed by the Head of Children’s Centres who will confirm agreement with the submission and the information provided.

We care about keeping your data safe; for more information about UNICEF UK’s privacy policy please visit [unicef.org.uk/legal/cookies-and-privacy-policy/](https://www.unicef.org.uk/legal/cookies-and-privacy-policy/)

🖳 To help you to complete this form, please refer to the [Guidance for children’s centres on implementing the Baby Friendly Initiative standards](http://www.unicef.org.uk/BabyFriendly/ccguidance). This document also gives further information about working collaboratively with the health visiting service and the options available for progressing with the assessment process.

*Please complete the information in the following tables. If you have completed this information recently on previous application forms, you could copy and paste across and update as needed.*

**Project Lead**

*Please tell us about the project lead role:*

|  |  |
| --- | --- |
| Summary of roles and responsibilities |  |
| Hours worked |  |
| Support provided for the project lead (by key workers for example) |  |
| Who do they report to? |  |

**The service**

*Please tell us about the service:*

|  |  |
| --- | --- |
| Please tell us the name/s of the organisation/s which provide the centres |  |
| If it is more than one organisation, please describe how they work together |  |
| Please tell us the amount of the service (%) which is universal and the amount which is targeted. What services are available to all families? |  |
| Please tell us about the reach of the services:  % of under 5’s registered  % seen  % engaged |  |

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| **Standard 1 – Information and support for pregnant women** |

*Please complete the boxes below to enable us to see what services are offered by children’s centres. If all centres work similarly, an overall description is acceptable. Otherwise please describe what happens at each centre.*

|  |  |  |
| --- | --- | --- |
| How does each children’s centre identify and contact pregnant women to let them know about the services provided? What percentage of mothers are contacted during pregnancy? | | |
|  | | |
| List the services provided for pregnant women and their families across the areas covered by the children’s centres, with a brief description of the content. Please indicate if services are open to all mothers or limited to mothers within the area/postcode. | | |
| Service | Description | Day and time held |
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🗐 **Please submit relevant paperwork, written materials and leaflets.**

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| **Standard 2 – Protecting and supporting breastfeeding** |

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| How does each children’s centre ensure a welcoming atmosphere for breastfeeding mothers? | | |
|  | | |
| Please provide an outline on how each children’s centre informs new mothers about the services available. | | |
|  | | |
| Outline the services provided to support breastfeeding mothers, with a brief description of the content. Please indicate if services are open to all mothers or limited to mothers within the area/postcode. | | |
| Service | Description | Day and time held |
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| How do children’s centre staff refer breastfeeding mothers for specialist support if required? | | |
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| How are mothers made aware of local facilities where breastfeeding is welcomed? | | |
|  | | |
| How do children’s centre staff support parents to introduce solid food in ways that optimise health and well-being? | | |
|  | | |
| How does each children’s centre ensure that there is no advertising of breastmilk substitutes, teats and dummies anywhere in the service or by any of the staff? | | |
|  | | |

🗐 **Please submit relevant paperwork, written materials and leaflets.**

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| **Standard 3 – Support parents to have a close and loving relationship with their baby** |

*Please tell us about how the children’s centres support this standard and philosophy*

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| --- | --- | --- |
| How does each children’s centre support parents to develop a close and loving relationship with their baby? | | |
|  | | |
| Outline the services provided to support parenting with a brief description of the content. Please indicate if services are open to all mothers or limited to mothers within the area/postcode. | | |
| Service | Description | Day and time held |
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|  |  |  |
| How does each the children’s centre encourage parents who bottle feed to do so in ways which optimise their baby’s health and well-being? | | |
|  | | |

🗐 **Please submit relevant paperwork, written materials and leaflets.**

**Written information and other materials to support services outlined**

*Please tell us about the written information for parents and other materials used to support the standards. This should include information about other programmes that are run by the centres such as Five to Thrive. This includes links to the service website if this includes information and other relevant websites and relevant social media sites.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of material**  **(e.g. leaflet, poster, app, website, DVD)** | **Name/title** | **When given** | **Free from advertising of infant formula, bottles, teats and dummies (**✓/🗶) |
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🗐 **Please submit relevant paperwork, written materials and leaflets and include links to relevant websites**

*If the assessment is being carried out remotely, please review posters displayed within the centres and confirm below.*

🗐 **In order to ‘showcase’ your service, please take photographs of display boards related to infant feeding and early development/parenting and provide the photographs for the assessors to see on the day of the assessment. The assessor will ask for a random sample of photographs to be submitted.**

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| Main languages spoken (other than English) and what information/support is available |  |
| For assessment purposes please suggest options for interviewing mothers who do not speak English as their first language |  |

**Audit and evaluation of service**

*Please provide the assessment team with examples of how the relevant services provided across the children’s centres are evaluated. This may be in the form of reports provided for the local authority, details of attendance at the various sessions and summaries of mothers’ feedback.*

🗐 **Please submit example evaluations.**

🗐 **Please complete an observation sheet (audit tool) for each children’s centre and submit.**

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| **Coronavirus, Covid -19**  *Please tell us about the current situation with Covid-19 locally, including actions taken to mitigate the impact for staff training and outcomes for babies, mothers and families.* |
|  |

**Results of your latest audit of mothers**

*Please use the results of your most recent audit to complete the table below.* Please note that your audit should have been carried out on a random sample of mothers *from across all children’s centres*. The question number below relates to the relevant question of the audit tool.

*Please tell us about how you audit and evaluate the service(s) you provide for families in your area.*

|  |  |
| --- | --- |
|  | |
| Do you use the Unicef audit tool? | Yes/No |
| Who carries out the audits? |  |
| What happens to the audit results? |  |
| Please tell us about other methods used to evaluate services |  |

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| --- | --- | --- |
| **All mothers reported…** | | **% giving correct / adequate response** |
| 1a. that they had been made aware of services provided (groups, classes) by the local children’s centre. | |  |
| 1b. if they attended services during pregnancy that they were suitable to their needs. | |  |
| 1c. if they attended services following the birth, that they were suitable to their needs | | |
| Service |  |  |
| Service |  |  |
| Service |  |  |
| Service |  |  |
| 1d. they had a discussion on the importance of responsive parenting | |  |
| 1e. they understood why responsive parenting is important | |  |
| **Breastfeeding mothers confirmed that they…** | | **% giving correct / adequate response** |
| 2a. were given information about sources of help and support | |  |
| 2b. found support useful (according to need) | |  |
| 2c. were given accurate information about responsive breastfeeding | |  |
| 2d. knew how to access additional support in local area | |  |
| **Number of breastfeeding mothers interviewed** | |  |
| **Number of bottle feeding mothers interviewed** | |  |

🖉 **Signature page 1: Stage 3 assessment**

**The role of managers in ensuring that staff are able to implement the policy**

The management team is expected to take responsibility for ensuring that the standards are implemented in their centre. At Stage 3 each manager will be asked about how they do this. Please also ask each manager to sign their commitment and submit in advance of the assessment. *Please obtain signatures from each relevant manager and print/photocopy this page if more boxes are needed.*

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| --- | --- | --- | --- |
| **Name of ward/area:** |  | | |
| **I confirm that it is my intention to ensure that**   * **all staff working in this area are adequately trained to implement the policy** * **implementation of the policy is audited regularly and action taken to improve practice when this falls below the standard required by the policy** | | | |
| **Name:** |  | | |
| **Job title:** |  | | |
| **Signed:** |  | **Date:** |  |

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| --- | --- | --- | --- |
| **Name of ward/area:** |  | | |
| **I confirm that it is my intention to ensure that**   * **all staff working in this area are adequately trained to implement the policy** * **implementation of the policy is audited regularly and action taken to improve practice when this falls below the standard required by the policy** | | | |
| **Name:** |  | | |
| **Job title:** |  | | |
| **Signed:** |  | **Date:** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of ward/area:** |  | | |
| **I confirm that it is my intention to ensure that**   * **all staff working in this area are adequately trained to implement the policy** * **implementation of the policy is audited regularly and action taken to improve practice when this falls below the standard required by the policy** | | | |
| **Name:** |  | | |
| **Job title:** |  | | |
| **Signed:** |  | **Date:** |  |

🖉 **Signature page 2: Stage 3 assessment**

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| **Declaration by Head of Children’s centres** |
| **Standard 4 – Ensure that there is no promotion of breastmilk substitutes, bottles, teats or dummies in any part of the facility or by any of the staff** |

The Head of Children’s Centres is asked to confirm adherence to the International Code of Marketing of Breast-milk Substitutesand sign the declaration for this application form.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of facility/ children’s centres:** |  | | |
| **I confirm that we will fully implement the International Code of Breast-milk Substitutes (and subsequent relevant WHA resolutions)**  **I confirm that the information in this application form is accurate, to the best of my knowledge** | | | |
| **Name:** |  | | |
| **Job title:** |  | | |
| **Signed:** |  | **Date:** |  |

**This application should be sent to the Baby Friendly office at least three months in advance of your assessment to** [**bfi@unicef.org.uk**](mailto:bfi@unicef.org.uk)

**Submission checklist for Infant Feeding Leads**

**Stage 3 assessment: Children’s centres**

Finally, prior to applying for a Baby Friendly assessment, it is important to make sure that the service is adequately prepared in order to make sure of the best possible chance of meeting all of the standards and avoid as far as possible the need for follow up. Completing the following checklist will help to make sure you are as well prepared as possible.

Before submitting, have you:

* Made sure that all of your documents address the relevant standards – check the [Guide to the Baby Friendly Initiative Standards](https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/guidance-for-health-professionals/implementing-the-baby-friendly-standards/guide-to-the-baby-friendly-initiative-standards/)
* Made sure that you have addressed all of the recommendations from the Stage 2 report and can provide evidence of this for the assessor (if relevant)
* Made sure that any changes to documents such as the [policy](http://www.unicef.org.uk/BabyFriendly/Resources/Guidance-for-Health-Professionals/Writing-policies-and-guidelines/Sample-infant-feeding-policies/), [training programme](http://www.unicef.org.uk/BabyFriendly/Resources/Training-resources/Guidance-on-writing-a-curriculum/), guidelines etc have been done with reference to the relevant guidance document
* Ensured that you have completed an effective audit of mothers to include sufficient numbers and spread across all children’s centres to ensure you aware of practice across the whole service
* Implemented any changes to practice required as a result of the audit findings and re-audited to assess effect
* Ensured that the centres covered by the service do not display any advertising for infant formula, bottles, teats and dummies.

🗐 **Please send this form via email to** [**bfi@unicef.org.uk**](mailto:bfi@unicef.org.uk) **at least three months in advance of your assessment dates.**

🗐 **One week prior to the assessment please send the telephone numbers of mothers for interview – see the guidance document for information on consenting mothers and how to send this list.**

**Checklist of documents to be submitted in advance of the assessment (2 weeks)**

|  |  |
| --- | --- |
| ✓ | **Document** |
|  | Signature pages – signed commitment from managers and Head of Children’s Centres |
|  | A copy of the latest policy |
|  | A copy of the programme for staff training and an outline of the induction programme for new staff. |
|  | Copies of all written materials on infant feeding and relationship building currently provided for pregnant woman and/or new mothers. |
|  | Sample evaluations (if relevant) |
|  | Observation audit form for all children’s centres |
|  | Photographs of display boards (your assessor will tell you which centres) |