



the women's
the royal women's hospital

Media Release

Wednesday 3 March 2009

Baby Friendly at the Women's

The Royal Women's Hospital has been awarded – again – for best practice in breastfeeding services.

The Women's has received accreditation for being a Baby Friendly Health Service under the National Baby Friendly Health Initiative, Australia.

As the first public hospital in Australia to be accredited as Baby Friendly, the Women's has held the best practice global rating continuously since 1995. Hospitals are assessed for the accreditation every three years.

The status was confirmed after a rigorous assessment to ensure the hospital met the WHO/UNICEF global criteria for implementing the Ten Steps to Successful Breastfeeding.

The Women's Chief Executive, Ms Dale Fisher, said the award is recognition of the teamwork and commitment of all the people who work to create the best breastfeeding environment for mothers and babies at the Women's.

Three external assessors studied all aspects of breastfeeding care provided, from pregnancy through to after care at home, at the Women's.

They interviewed senior hospital staff, midwifery team leaders, midwives, doctors, neonatal nurses, and many pregnant women and new mothers over two days in December. Data, including statistics on the provision of breastfeeding initiation and breastfeeding exclusivity rates, was also examined.

For the first time the assessment process included interviews with women who have chosen to not breastfeed to ensure they are receiving excellent information and care regarding infant feeding advice.

For more information please call:

Robyn Anns, Media Manager, the Royal Women's Hospital – 03 8345 2953, 0419 128 400.