

country experience with duration of compliance. The date of designation, as well as the end date of the period of designation, must be posted on the designation plaque. If this is a new programme, it is suggested that designation not be for a period greater than 3 years.

If facilities fail to be in compliance when re-assessed, they will be allowed one additional opportunity to achieve the necessary standards. If facilities only fail on a few steps or *Global Criteria*, they can be retested just on these specific components. If the areas in which they lack compliance are major, a full “reassessment” should be scheduled. The second reassessment (either partial or full) will determine if the “Baby-friendly” designation must be removed, or if a new plaque, with the new date of obsolescence, will be granted.

Re-assessment is necessary prior to the date when designation will elapse. Records should be kept by the National Authority of the status of every maternity facility in the country, and every effort should be made to achieve 100% designation. [N.B. criteria and assessment tools have been adapted to allow for settings where there is a high incidence of HIV- positive mothers].

If a facility has 1) a designation that has expired, or 2) been observed/reported as having experienced deterioration of its adherence to the Ten Steps, the BCG, or the BDC as its agent, should arrange for a reassessment. The expiration dates should be kept on record by the BCG/BDC and arrangements should be initiated in a timely manner for re-assessment. Between assessments, if a health professional or other observer reports deterioration, the facility should be notified and asked for response. If the BCG/BDC finds the response inadequate, an interim visit can be arranged.

If a designation has expired or a facility is found to be non-compliant during the term of its designation, the National Authority should remove any designation plaques and remove this hospital from the list of those facilities that are designated as “Baby-friendly” until such time as re-assessment and restoration of status occurs. A probationary period may be granted, with a quality assessment team sent to work with the facility if needed, and then reassessment arranged, before resorting to removal of the plaque. These steps will depend in part on which model has been established by the National Authority for assessment.

In most case the National Authority is responsible for the formal presentation of the designation, but may assign this role to the BCG, which is responsible for acquiring the designation posters from the UNICEF supply catalogue and for having the designation plaques printed in the local language. Specifications for the plaques are available on the UNICEF intranet.

The BCG should develop a plan, to be approved by the National Authority, to ensure designation of all public and private facilities nation-wide, and re-designation of those facilities that have failed to maintain standards, and whose designation has been rescinded.

Section 1.1, Annex 1 presents a simplified table with the basic inputs and outputs for each of these 5 steps.