

Baby-Friendly Hospital Initiative (BFHI) www.babyfriendlyusa.org	<i>The Gift</i> www.thegiftla.org
International program	Exclusive to Louisiana
External Review Board, on-site visits	Voluntary, self-reporting
Adherence to Code of Marketing of Breast-milk Substitutes (“WHO Code”), cannot accept or offer free or low-cost substitutes for human milk (including samples/bags, etc.); formula is to be purchased in same manner as other supplies	Adherence to the WHO Code not required is but strongly encouraged
“Ten Steps to Successful Breastfeeding”	“Ten Steps to Healthy, Breastfed Baby” (based on WHO-UNICEF steps; <i>(Gift Steps differ slightly)</i>)
Assessment fee and annual fee	Participation in program is free
The “Gold Standard” for infant feeding practices in the maternity care setting	<i>The Gift</i> is a “stepping stone” to BFHI <i>The Gift</i> is just the beginning...