



*Upholding the highest standards of infant feeding care*

October 6, 2020

Dr. David Perlstein, CEO  
SBH Health System  
4422 Third Avenue  
Bronx, NY 10457

Dear Dr. Perlstein,

I am happy to inform you that **SBH Health System has been officially Designated a Baby-Friendly® Hospital**. Based on the results of data collected during the on-site assessment survey, and completion of the Corrective Action Project, it has been determined that your facility has implemented all Ten Steps to Successful Breastfeeding and is in compliance with The International Code of Marketing of Breast-milk Substitutes. As SBH Health System has an exclusive breastfeeding rate below 50%, exclusive breastfeeding rates will need to be reported on a quarterly basis to monitor improvement until the goal of 50% or greater has been achieved for 3 consecutive quarters.

Achievement of the Baby-Friendly Designation is not an easy task. The U.S. Guidelines and Evaluation Criteria are based on the Global Criteria for the WHO/UNICEF Baby-Friendly Hospital Initiative (BFHI). The Criteria are challenging, as they are designed to set the standards for the best possible breastfeeding support for mother and infant in the maternity setting, ensuring high quality of care in this critical area of mother/baby care.

As mentioned in the Baby-Friendly Guidelines and Evaluation Criteria (GEC), facilities should strive to reach the Healthy People 2020 goal for breastfeeding initiation and exclusivity rates. The rate of supplementation for nonmedical reasons should be analyzed and compared to the annual rate of supplementation of breastfed infants reported by the Centers for Disease Control and Prevention (CDC) National Immunization Survey data for the geographic region in which the facility is located.

Your Designation is for a period of five years (2020-2025). For the next several years, your facility is expected to report on established Annual Quality Improvement Projects. These projects, and their timelines are available on the portal. The last two years of Designation are spent preparing for the Re-Designation On-Site assessment.

Attaining Designation has definite costs, both in human and financial resources, yet the savings in terms of the quality of care provided, the resulting decrease in morbidity and mortality associated with optimal breastfeeding, and customer satisfaction, are well worth the investment. Baby-Friendly USA is please to count SBH Health System among our Designated facilities.

Please share my congratulations with your fine staff. This is reason to celebrate!

Sincerely,

A handwritten signature in black ink that reads "Becky Fallon".

Becky Fallon MSN, RN  
Quality Improvement Manager