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Baby-Friendly Hospital Designation for Asante Three Rivers

Asante Three Rivers Medical Center has been re-designated as a top spot for infant feeding and mother-baby bonding by Baby-Friendly USA, a non-profit organization that promotes breastfeeding as a means of improving the health of mothers and their babies.



The re-designation extends through 2019.

“As you know, achievement of the Baby-Friendly designation is not an easy task, Trish MacEnroe, the executive director of Baby-Friendly USA, wrote in a letter to Asante Three Rivers CEO Win Howard.

“It has definite costs, 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,” MacEnroe wrote.

Hospitals that achieve baby-friendly status are expected to maintain all standards of the program and are required to participate in the organization’s annual quality improvement program.

Baby-Friendly USA is the accrediting body in the U.S. for the Baby-Friendly Hospital Initiative, a global program of the World Health Organization and the United Nations Children’s Fund (UNICEF). The program was launched in 1991 to recognize facilities that offer the top level of care for infant feeding and mother-baby bonding.

The organization assists hospitals in providing mothers with the information, confidence and skills to successfully breastfeed their babies. It points to scientific evidence of lower risks for certain diseases and improved health outcomes for both mothers and babies who breastfeed.

Asante News is published every Tuesday. Deadline for submission of articles is every Friday. Send via e-mail to asantenews@asante.org.

Question or suggestions: Call Communications and Marketing at (541) 789-3510 or extension 13510.