



## ACHIEVING SUSTAINABILITY UNIVERSITY STANDARDS

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### WHAT ARE THE ACHIEVING SUSTAINABILITY UNIVERSITY STANDARDS?

These standards are designed to build on your success in achieving Baby Friendly accreditation for one or more university programmes by supporting you to make the Baby Friendly standards sustainable over the longer term. They follow the successful introduction of Sustainability standards for accredited maternity, health visiting and neonatal services, and are intended to help create a strong foundation for embedding and progressing the Baby Friendly learning outcomes over time.

These standards will also support a greater understanding of Baby Friendly throughout the university, with the long term aim of improving the health of babies, their mothers and families, whether they are cared for by the students, are the students themselves or are staff working within the university environment. The standards are the result of collating experience about 'what works' from students, lecturers, mentors, managers and Unicef UK assessors.

### WHEN CAN THESE STANDARDS BE INCORPORATED INTO OUR WORK?

These standards are designed to be incorporated into your plans for achieving and maintaining Baby Friendly accreditation no matter where you are in the process. In future, at each stage of the assessment process, progress towards the Achieving Sustainability standards will be explored and support offered.

Fully accredited universities that receive a positive result at their re-assessment can then apply to be formally assessed for the Achieving Sustainability (Gold) Award. Universities that meet the standards will be 'Re-accredited as Baby Friendly with Sustainability' and receive a Gold Award.

### HOW CAN I FIND OUT MORE?

The full Achieving Sustainability in Universities Guidance document is available at [unicef.uk/babyfriendly-university-sustainability](https://unicef.uk/babyfriendly-university-sustainability). Turn over for an overview of the standards.

# OVERVIEW OF THE ACHIEVING SUSTAINABILITY UNIVERSITY STANDARDS

## THEME 1: LEADERSHIP

### THERE IS A WHOLE TEAM APPROACH TO EMBEDDING THE BABY FRIENDLY LEARNING OUTCOMES

- There is a named Baby Friendly project lead lecturer
- All lecturers\* are educated to deliver the Baby Friendly learning outcomes
- All relevant senior staff are educated to support the Baby Friendly process
- Leadership structures support proportionate responsibility and accountability
- A Baby Friendly Guardian with sufficient seniority and engagement is in post
- Within the department, staff and students adhere to the International Code of Marketing of Breastmilk Substitutes (The Code).\*

\*This applies to all lecturers with responsibility for delivering content relevant to the Baby Friendly learning outcomes.

## THEME 2: MONITORING

### CONSTRUCT ROBUST MONITORING PROCESSES THAT SUPPORT THE BABY FRIENDLY LEARNING OUTCOMES

Mechanisms exist to ensure that:

- Baby Friendly audits are carried out regularly and according to need
- Audit results are analysed to identify gaps in teaching, learning and assessment
- Student evaluation includes the Baby Friendly learning outcomes
- Action plans are developed in response to findings
- Relevant data is routinely reported to Unicef UK.

## THEME 3: PROGRESSION

### SUSTAIN AND DEVELOP THE BABY FRIENDLY INITIATIVE WITHIN THE UNIVERSITY

- The university demonstrates innovation in order to enhance the teaching, learning and assessment related to the Baby Friendly learning outcomes
- The university demonstrates innovation in order to improve outcomes for students and staff.