

# THE NATIONAL NEONATAL PROJECT

## WORKING TOWARDS UK COMMITTEE FOR UNICEF (UNICEF UK) BABY FRIENDLY ACCREDITATION IN NEONATAL UNITS

### INTRODUCTION

The UNICEF UK Baby Friendly Initiative is based on a global accreditation programme of UNICEF and the World Health Organization. It is designed to support infant feeding and parent-infant relationships by working with public services to improve standards of care. The programme is well-established in maternity and health visiting services throughout the UK, and bespoke standards for neonatal units have now been launched to enable neonatal units to achieve independent accreditation.

These standards cover:

- supporting parents to have a close and loving relationship with their baby
- enabling babies to receive breastmilk and to breastfeed when possible
- valuing parents as partners in their baby's care.

More information can be found in the [Guide to the Baby Friendly standards](#). For more on working towards our neonatal standards, download our [Guidance for neonatal units](#).

The UNICEF UK Baby Friendly Initiative is launching a new project to support 18 neonatal units to achieve Baby Friendly accreditation between 2021-2024.

### UNIT SUPPORT

Selected units in the National Neonatal Project support programme will receive:

- A planning meeting to introduce the standards and support the development of the action plan
- Two staff places on five days of training (a three-day course and a two-day course) covering understanding and implementation of the standards, how to train staff, project management and audit
- A comprehensive package of teaching materials for staff training
- A copy of the 'Embedding Baby Friendly Standards in Neonatal Care' workbook for each relevant member of the nursing team
- Stage 1 support and full assessment costs
- Stage 2 support and full assessment costs
- Stage 3 support and full assessment costs
- A copy of the 'You and Your Baby' booklet to provide to all parents of babies admitted to the unit during the three-year project
- Biannual meetings for three years with the Baby Friendly team
- Ten places at the June 2021 Baby Friendly conference for neonatal units

- Ongoing telephone support from a Baby Friendly assessor.

UNICEF UK has received a donation from Nivea UK\* to support this work.

## UNIT REQUIREMENTS

Selected units in the National Neonatal Project are required to:

- Have a named Baby Friendly project lead who will act as the key contact with UNICEF UK and who has sufficient hours to manage the project, including training and support of staff, audit, action planning, monitoring and evaluation
- Support the project lead and a relevant manager to attend five days of training (one three-day course and one two-day course)
- Provide a signed memorandum of understanding from the clinical director (or equivalent) to commit to supporting the project through to Stage 3 accreditation
- Release all relevant staff for training in the Baby Friendly standards, with adequate length of time given to meet individual needs according to their current level of knowledge and skills, as well as their role and responsibilities
- Assess the following using the Baby Friendly audit tool and submit results to UNICEF UK: a) staff knowledge and skills b) parents' experiences of skin-to-skin contact and all other Baby Friendly standards
- Convene and maintain a project steering group for Baby Friendly and submit notes of the meetings to the Baby Friendly office biannually. The project steering group should include the unit manager, senior nurses, medical staff and university lecturer responsible for neonatal training (if appropriate)
- Appoint a Baby Friendly Guardian from senior staff or Trustees (e.g. clinical director, board member, etc.) to support and oversee the project at a senior level
- Support key staff to attend and support the neonatal National Infant Feeding Network (NIFN) group
- Support UNICEF UK to write case studies, conference presentations and other papers for publication
- Support ten staff members to attend the virtual Baby Friendly Initiative 2021 neonatal conference, either on the day or during the on-demand period.

## HOW TO APPLY

Interested neonatal units should complete the application form and submit it together with the required pre-recorded video presentation to UNICEF UK by **3pm 26 March 2021**

If you have any queries regarding your application, please contact the Baby Friendly Office at 020 7375 6144 or email [bfi@unicef.org.uk](mailto:bfi@unicef.org.uk).

*\*UNICEF UK does not endorse any company, brand, product or service.*